

ELECTRICAL

MERCHANDISING WEEK

MARCH 14, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

EM WEEK'S
**KITCHEN
FOLIO '60**

All About Kitchens . . .

**1. FOR THE DEALER:
A SECOND CHANCE
AT KITCHENS**

Before you can build a mass market for kitchens you've got to package the product so it can be mass merchandised. That's just what the industry is doing. **see page 26**

**2. BUT WHO INSTALLS
THE NEW KITCHEN?**

It's a question every kitchen dealer must answer—and these three dealers each have a different solution. One of them may help solve your problems. **see page 30**

**3. HE USES 100
DISPLAY KITCHENS**

They're not all in his store but the fact that they're in the homes of satisfied customers makes them more effective. **see page 35**

A New EM Week Service

**4. NOW! YOU CAN BUILD
YOUR OWN ADS BY USING
OUR FREE AD MATS**

Designed by experts, these mats provide you with the professional touch in designing your own ads. To order your own set . . . **see page 41**

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Who Knows What It Means?

NOT THE CUSTOMER according to EM Week's exclusive survey which shows 84% of the public doesn't identify stereo

WE CAN'T AGREE say record engineers who proved it by berating themselves and the industry at a recent New York meeting

WE DO . . . But it doesn't exist in one-piece packaged form, says Consumers Union. To that claim, manufacturers have an answer of their own

SEE PAGE 4

BUSINESS BRIEFS

• Brighten the corner where you are—and make it a more powerful selling tool—is, in effect, what the RCA electron tube division is telling independent service dealers. In its new program, RCA is offering more than 35 business and service aids that can help increase the potential of a dealer's store front, sales area and service area—as well as special aids for service calls. Where can you get the aids? Any authorized RCA tube distributor.

• Does the type of laundry equipment a wife buys depend on her husband's salary? How near are we to the saturation point in washer and dryer sales? Those are a couple of the questions the laundry industry hopes to get answers to in the 1960 census. It's the first time the Census Bureau has included questions about laundry equipment in its survey. AHLMA got the bureau to do it.

• The arrival of Sony Corp.'s transistor portable television set has been put off until the latter half of the year. The set, according to a spokesman for the Japanese company, will be exhibited at the Institute of Radio Engineers Show in the New York Coliseum on March 21. No price has been set for the U. S. market, although the original distributor, Delmonico International, had announced a \$225-250 range.

• Puzzled by the "90 on 30" teaser ad campaign now being run by Norge? It's an advance for a 90-minute closed-circuit telecast March 30. Appearing on the show: Norge's top sales brass and a new Norge product line.

THIS WEEK'S COLOR TV

MONDAY (All Times E.S.T.)

- 6:30 A.M. (NBC) Continental Classroom (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 10 P.M. (NBC) Steve Allen

TUESDAY

- 8:30 P.M. (NBC) Ford Startime
- 9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Perry Como

THURSDAY

- 9:30 P.M. (NBC) Tennessee Ernie Ford Show

FRIDAY

- 8:30 P.M. (NBC) Victor Borge
- 9:30 P.M. (NBC) Masquerade Party

SATURDAY

- 10 A.M. (NBC) Howdy Doody
- 10:30 A.M. (NBC) Ruff & Reddy
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 6 P.M. (NBC) Bell System Series (The Alphabet Conspiracy)
- 8 P.M. (NBC) Our American Heritage (Oliver Wendell Holmes, Jr.)
- 9 P.M. (NBC) Dinah Shore

REGIONAL ROUND-UP:

A new, exclusive, EM Week survey of key cities across the nation which shows you how business was last week. Watch for it every issue.

EAST . . . WASHINGTON—Appliance sales in Washington generally are down from their levels at this time a year ago. Particularly down are sales of automatic washers—combination washer-dryer sales are down most of all. The one bright spot at the moment seems to be in stereo equipment. This has been true ever since the Christmas rush ended, apparently enjoying a boom as stereo records come into their own. Refrigerators, freezers and air-conditioners are in a seasonal slump, but dealers expect them to come back as the weather warms up.

Television—one of the big inventory items in Washington—is down along with other appliances, but holding its own in comparison with them. Color TV is still selling at about the same ratio to black-and-white as it was in 1959. A service angle: The attempt to get a law requiring licenses for TV repairmen seems to be folding up.

MIDWEST . . . ST. LOUIS—Up to their ears in snow, St. Louisans are either digging out or staying home where it's warm. They are not rushing out to buy appliances. Business is thus, in succinct dealer description, lousy.

"We're just not equipped to handle 12 and 14 inches of snow here," explained Shell Bascomb of Union Electric. "Parking lots are still inaccessible, and you can't get a cab within 10 feet of the curb on most streets."

"Business was slow anyway, as it always is in February and March," pointed out Lazar and Son's George Giulvezan, "and nine straight days of close-to-zero weather just put a bigger crimp in it. We're selling some of everything, but not much and not enough."

Dealers ruefully point out that the only difference between now and two weeks ago is that "now we have an excuse for the low sales figures."

SOUTH . . . NASHVILLE—Winter has clamped a cold claw on Nashville, and retail sales have gone tobogganing with the kids.

Up until midway through the second week in March, the ground had not been snow-free for a month. Several storms had closed the schools, kept thousands of cars garaged, and held platoons of mothers at home with their liberated children.

February was generally down from a year ago, early March even more so—all in all, an unimpressive start for 1960. The merchants were looking ahead to March 17, and the start of a city-wide extra value days event to turn the tide.

Jim Tyree, buyer at Harveys, key account department store, and an old hand at advancing the room air conditioner season,

is at it again, with a \$148 leader bringing them in, and most sales hitting around \$220 on the step-up. On the floor in Tyree's department is a Corvair, second in a series of three being given away at two-month intervals as traffic pullers. Once a four-line white goods operation, Harveys has recently gone exclusively Frigidaire.

Elsewhere, TV was reported moving steadily, mostly near the low-end, while freezers were having a tougher time than was expected.

WEST . . . DENVER—Electric appliance sales are off sharply in the Denver metropolitan area, but dealers are counting on the most ambitious laundry equipment promotion ever during March to reverse the trend.

Polling the same representative dealers shows sales of refrigeration equipment in January and February this year totaled 1,411 units compared with 1,718 in those months of 1959. Kitchen equipment sales were down from 1,163 to 977 and laundry equipment sales were 3,709, down from 4,633.

One bright spot: Refrigerator-freezer combination sales were up to 332 from 252. Dishwasher sales held almost even with 323 this year against 352. One of the deepest declines was in bed coverings with this year's sales 1,642 compared with 2,629.

FAR WEST . . . PHOENIX—Backing a slogan, "Don't Simmer This Summer," Central Arizona Merchandiser Assn. members have teamed up for an air conditioning sales push that booms all types, but concentrates on refrigeration room units.

Eight discount houses in Phoenix continue to siphon off small retailer market where many stores are in critical condition. Discounts have switched from appliance leaders and are going heavier on groceries and cameras.

RCA is dumping high-end and 17-inch TV equipment in anticipation of new 19-inch units. Seventeen-inches backed down under \$199. RCA distributor John Youmans said dishwasher stock was sold out in wake of good Consumer Union reports.

Construction and copper strike settlements have propped retail sales in out-of-Phoenix markets, though it will take six months before copper cities "get well." In Phoenix, tremendous home construction surge produced big-volume movements, little of it through retailers, though. Free-standing ranges remain poor sellers, said Russ Morrissey of Mehagian's. Laundry equipment was a leader. TV rentals were providing brisk business during winter tourist season. Color TV sales were generally sick.

Toys, Toys, Toys . . . But No Kids Are Seen

Thousands of playthings jammed hundreds of rooms, but the 'Adults only' signs were out

That was the strange Christmas dream come true at last week's annual New York Toy Fair, peopled entirely by grown-ups. Over 1,500 manufacturers and 15,000 buyers met to fondle mamma-dolls, shoot pop-guns, and play with electric trains and space helmets in two hotels and several permanent showrooms around the city.

It looked like fun, but it was strictly business. And here's what you as a retailer who may stock toys at Christmas should know about predictions for 1960.

"High-Ticket" items will continue to capture more of the market. The trend is to more demand for expensive (\$15 and up) toys and more companies are adding high-priced playthings to their lines.

Bigger toys are favored attractions. Some seen in Toy Fair displays were as big as, or bigger than, the children who will play with them. Dealers will need more showroom space for this year's toys.

Science and "space travel" novelties still are on the rise. Though last year's expected boom in missile toys wasn't as loud as hoped, wholesalers feel that science kits are safe bets this year.

Retail sales will jump again, but not as high as last year. Estimates range from 5% to 10% over last year's record volume of \$1.6 billion. The jump from 1958 to 1959 was 14%.

TV promotion still is necessary, but isn't sure fire anymore. Industry leaders caution dealers and wholesalers to be more particular about which toys they advertise on TV. Ads which graphically demonstrate the play value of a toy are good, but the days are definitely over when any toy shown on a kiddie program would bring tots and their parents running to the store.

What's new this year? Though there aren't as many brand-new items this year as last, there are still enough new, nutty, and colorful toys to brighten the counters of your store come Christmas, 1960. Here are just a few to whet your imagination.

A "fast-draw" target and gun set which times competitive shooting up to four minutes. The Western Bad Guy target sports a clock which stops when hit with a suction-cup dart. Park Plastics Co., Linden, N. J., \$4.98.

A futuristic electric train which scoots at high speeds along its monorail track. The track can be easily bent to hold shape any number of times to form different layouts. Harmonic Reed Corp., Rosemont, Pa. \$24.95.

A complete line of real, but child-sized, stoves, ovens, corn poppers and kitchen equipment with which youngsters can learn to cook. The Metal Ware Corp., Two Rivers, Wis.



Humidifier Babysits for This Baby Gorilla

SHE'S A RARE ONE, the second gorilla born in captivity. And it's possible that Goma's development and behavior will give anthropologists some clues about the origin of man. So the Basel Zoo, Zurich, Switzerland, is keeping special watch on her diet and room climate. Since Goma is very much like a human baby, they found a moderate temperature and 50% relative humidity are best. This Defensor Atomizing Humidifier, from the Skuttle Manufacturing Co., does the job. Keeps her previously dry skin and hair soft.

Wright: A Look Ahead Through Zenith's Glasses

We're still optimistic, the company president said last week. But there are buts for the industry as a whole

"Currently we are running well ahead of last year," Joseph S. Wright told a meeting of the New York Society of Security Analysts. "And we expect the year to continue the same way."

However, there are some evidences of weakness at the retail level in the automobile and appliance fields, and no one seems to be quite sure whether this is a temporary situation or the sign of a broader slack-off.

"To date it has not affected Zenith, but we are watching it carefully," Wright said.

As for long-term prospects, the Zenith top man disagreed with analysts who say that consumer electronics is a dull, saturated field. And he backed up his stand with the following line of reasoning:

Back in the high-water years for TV, 1953 through 1956, 7 million sets a year hit the market. Suddenly, the saturation point was reached. And the industry found itself with more than 100 producers—most of them with more sets coming off the line than in the "units sold" columns of their books.

Result: "A very unhappy business indeed for nearly everyone in the industry," Wright commented.

A shakedown was inevitable, he went on. When it came, even some big names disappeared from the

market, which was flooded with heavy inventories.

But came the dawn. And "our industry as a whole is in much better shape," Wright said. "The lessons which have been learned the hard way seem to have done some good and the industry inventory picture is much better than it has often been in the past."

Further, the industry generally seems now to be at least giving lip service to an emphasis upon quality and dependability and features rather than a mere mass production of the cheapest goods for the lowest prices . . . we can anticipate a steadily improving industry set sales picture."

Just how good will that picture be? Wright predicted sales would hit near 7 million in 1960, 7½ million by 1961, and over 8 million by the middle '60's.

And, Wright added, there are a couple of factors—if they materialize—that could add on to his sales estimates. A breakthrough in color, for instance. Or a new program development such as subscription TV—a pet project at Zenith.

Subscription TV cropped up later in Wright's speech, too. "Within a matter of weeks," he said, "I believe we are going to be able to report to you our plans for going forward with an initial operation of this service in one of the important markets of the country."

But he didn't say where. Nor did he mention the name of the "large company which is interested in going forward with us in subscription television on a broad basis."

They Guessed Best In G-E Test

And won seven-day vacations to Florida for their efforts.

Top weather forecasters in the nationwide "Be A Weatherman Contest" run by G-E's appliance control department were two heating control dealers servicemen: James L. Carr, Ralph's Heating Service, Chicago; and Richard C. Whitehurst, Schulz Hardware, Waukesha, Wis. They tied.

To win the contest, Carr and Whitehurst outguessed other entrants on the inches of snow that would fall

at Stampede Pass, Wash., during the period Dec. 1, 1959, through Jan. 15, 1960. They also forecast the lowest temperature that would be recorded at the Mt. Washington Observatory, N. H., on Jan. 15, 1960.

Their guesses: 83.0 inches of snowfall and 13 degrees. Actual figures from the U. S. Weather Bureau: 82.8 inches of snow and 15 degrees.

Runners-up received cash prizes. And the best guesser from each G-E heating control service center was awarded a barometer.

WORLD NEWS

- An electronics capital in the Middle East? RCA signs agreement for plant in Cairo and Japanese move to build there, too.
- Soviet press service says Russian scientist has invented a plastic transistor which can be made more easily than germanium ones.
- Significant treaty between Russia and Japan: It apparently means that the Soviet trade offensive in Japan is lagging.

BEIRUT (McGraw-Hill World News)—A \$7.5 million contract has been signed between the Radio Corp. of America and the Egyptian Five-Year Industry Plan Authority for the erection and operation of a television receiver plant in Cairo. The plant will be government-owned, but RCA will provide the plant layout, technical aid, engineers to operate the plant, component kits for assembling and "in fact practically everything but RCA's trade name," said Alexander B. Sinunu, RCA regional sales representative for the Middle East.

The approximately 20,000 receivers a year which will be produced will not be sold under the RCA name. They will be marketed in the Egyptian and Syrian regions of the United Arab Republic. Production was expected to begin in May or June of this year.

Cairo is also being investigated by Matsushita Electric Co. of Japan as the location of a locally financed plant for the assembly of "National" transistor radios and the manufacture of dry batteries. Company executives will go to Cairo in May. Up to now, Egypt—biggest Arab radio market—has been closed to Matsushita because of an import ban on radios.

LONDON—The Soviet government news agency Tass announced a Soviet scientist has invented a plastic transistor as good as those made of germanium. The agency claims: "The plastic semi-conductors are more stable than those made of germanium and can be processed more easily. They can be synthesized out of natural gases and oils. When they go into commercial pro-

duction, industry will have a practically unlimited supply."

TOKYO—Russia's trade offensive in Japan seems pooped out—at least temporarily. The Japanese and Russians have signed a new three-year trade pact, which differs considerably from the ones signed before. For the last four years, the Japanese have insisted on carrying Soviet trade on an annual basis. But the new treaty only sets volume targets for exchange goods.

VIENNA—The Soviet electric appliance industry produced 4 million radio receiving sets in 1959 (3% above 1958) and 1.3 million TV sets (31% over 1958), according to a report from the Central Statistical Administration of the U. S. S. R. Other production figures: 426,000 household refrigerators (plus 18%); 724,000 washing machines (plus 34%).

ZURICH—Ten leading German radio and TV manufacturers have submitted a proposal to form a "discount cartel" to the German Federal Cartel Office. Object of the cartel: To lay down new profit margins for wholesalers and retailers selling radio and TV sets from these manufacturers and to maintain consumer prices at their present low level.

But a leading German manufacturer in the radio-TV field, Max Braun, Stuttgart, declared it would not participate in the cartel because it did not supply to wholesalers who sold directly to the public. And the real object of the cartel is to get rid of just that kind of wholesaler.



First Time on an Airplane

SIGNING UP FOR SEATS on their Gibson-paid jet vacation to Hawaii are Miss Rena Van Klompenborg and her sister, Mrs. Edward Vellinga, Orange City, Iowa. At right is Dick Baker, of Gibson. Under the Gibson contest rules, dealers whose customers win, get a jet trip too. Dealer winners were: Dewey Smith, Portland, Ind.; Ben Andrich, Rock Island, Ill.; Arthur Kalsbeek, Orange City; A. E. Smith, Lindsay, Okla.; Ory Appliances, Elmore, Ohio.

STEREO: WHO KNOWS WHAT IT MEANS?

EM Week's Survey Shows Public Can't Answer

CONTINUED FROM PAGE 1

"What was that stereo phonograph I sold you last night?"

"That was no stereo . . . Matter of fact, I don't know what it was."

Sound like a leftover from vaudeville that didn't quite come off? It's not. It's the result of an exclusive EM Week survey—one that did come off. One that showed: The public doesn't know what stereo is.

Who ran the survey? Louis Harris Associates, a nationally known research company. Some of its clients: The New York Stock Exchange, Johnson and Johnson, Sen. John F. Kennedy and, since July, 1959, EM Week.

How did it work? From Feb. 15-19, Harris researchers personally interviewed 903 consumers in Michigan. The interviewees were chosen through scientific sampling methods, so that they would represent the entire U. S. population.

For instance, 20% of all Americans fall into what has been termed an upper income group. And in the EM Week survey, 20% of the 903 persons interviewed were from that group.

What was the question? "If you had just purchased a \$49.95 stereo phonograph, you would say: 1) I have a stereo, 2) I have a hi-fi, 3) I have a stereo-hi-fi, or 4) I have neither a stereo nor a hi-fi." The only correct answer is number one: "I have a stereo."

The purpose behind the question:

To find out if the consumer had a good understanding of the terms "stereo" and/or "hi-fi."

What were the findings? As you read through the breakdowns that follow, you'll see that only 16% of the group interviewed gave the correct answer. The percentage varies some as you break down the sample, for instance by income group, occupation, sex or age.

But erase those lines—and take the group as representative of the American consumer—and you can't avoid this conclusion: Neither the manufacturer, through his advertising, nor the dealer, through his promotions and pitches, has done a very good job of informing consumers about stereo.

	Total	Upper	Middle	Lower
Stereo	16%	21%	14%	20%
Hi-Fi	18%	14%	21%	14%
Stereo-Hi-Fi	16%	18%	18%	14%
Neither	43%	40%	42%	40%
No Answer	7%	7%	5%	12%
	100%	100%	100%	100%

Analysis: Since "I have stereo" was the only correct answer to the question, these results tell a sad tale. Adding the last four percentages in the first column, you find that 84% of the 903 persons surveyed did not know what stereo was, what hi-fi was, or that there was a difference between them. In other words, stereo manufacturers and dealers haven't done much of,

a selling job. They may have sold sets, but they haven't sold the public on the fundamental concept.

Glancing at the three columns on the right, you can see that the upper and lower income groups—the top 20% and lower 30% of the population—are the best informed about stereo. But the middle group—the middle 50% of the total population—falls below average. That means the poorest selling job has been done in the biggest market.

	Men	21-34	35-49	50-over
Stereo	15%	20%	14%	12%
Hi-Fi	21%	24%	26%	15%
Stereo-Hi-Fi	15%	14%	19%	12%
Neither	41%	40%	36%	43%
No Answer	8%	2%	5%	18%
	100%	100%	100%	100%

	Women	21-34	35-49	50-over
Stereo	17%	20%	15%	17%
Hi-Fi	15%	12%	18%	17%
Stereo-Hi-Fi	18%	27%	16%	11%
Neither	45%	39%	47%	47%
No Answer	5%	2%	4%	8%
	100%	100%	100%	100%

Analysis: Breaking down the result by sex shows little deviation from the percentages for the whole group. But when you break down each of the sexes into age brackets, you get something significant: The 21-34 age group has been better-sold on the meaning of stereo than the other two age groups. Both men and women in the 21-34 bracket

show an understanding that's four percentage points above the 16% for the whole group.

	Prof. & Exec.	Business	White & Collar Service
Stereo	30%	18%	17%
Hi-Fi	9%	16%	16%
Stereo-Hi-Fi	11%	17%	19%
Neither	48%	43%	47%
No Answer	2%	6%	1%
	100%	100%	100%

	Skilled Craftsmen	Factory Labor	Other Labor	Farmer
Stereo	13%	16%	21%	5%
Hi-Fi	20%	17%	19%	25%
Stereo-Hi-Fi	26%	16%	13%	9%
Neither	37%	46%	41%	36%
No Answer	4%	5%	6%	25%
	100%	100%	100%	100%

Analysis: As might be expected, the professional and executive group (company presidents, top executives, doctors, lawyers, and so forth) had an above average understanding of stereo and hi-fi. They were 14 percentage points above the norm of 16%—the most significant jump in any of the breakdowns.

Businessmen (salesmen, junior executives), white collar workers (clerks, draftsmen, and so forth) and other labor (all labor besides the factory production worker) are groups which showed understanding far enough above the norm to be noted.

... AND THE INDUSTRY SIMMERS WITH CONFUSION AND COUNTERCLAIMS

Recording Engineers Add to the Hassle

The sounds of stereo are not sweet from the recording end of the hall either. We went recently to hear a new kind of stereo disc. We heard it, but also heard, in the open audition, the rattling of skeletons in the record industry closet. Audio men were sounding off about "compromise," and "tampering with quality," and "dishonesty" in the cutting and manufacturing of stereo records today.

Their voices echoed the same confusion that plagues the phono end of stereo:

One said: "The stereo industry is floundering . . ."

Another asked: "Should we give the public the ping-pong it thinks stereo is . . . ?"

Several challenged the widely accepted theory on which mixed lows, common bass and some three-channel stereo machines are based.

One triggered the first round of audience participation with: "Stereo is not high fidelity. We're selling a gimmick, aren't we, Mr. Frey?"

Mr. Frey is Sidney Frey, president of Audio Fidelity Records. History may yet enshrine Frey as the man who stamped the phonograph industry into stereo all by

himself back in the fall of 1957. He is the industry's stormiest voice.

He was attending the recent 150-man meeting of the New York chapter of the Audio Engineering Society whose members hold key jobs in the stereo recording world. They'd all come to hear a new stereo disc—a compatible stereo disc—being demonstrated by Design Records. "Compatible" means, in disc context, a record which plays stereophonically on a stereo player and monophonically on a mono player—interchangeably—thus eliminating the necessity for cutting and stocking double inventories of given releases.

Frey's comments turned the discussion sharply from the new record itself to the confusion in that industry and to the practices which cause it.

Frey complained that, to make the disc compatible, Design Records had to sacrifice some of the fidelity (frequency response) in the bass ranges and that trimming out "any more" low sound was a compromise to quality. "The consumer pays for all (that bass) below 300 cps. To rob him of this low low response is an abortion of ethics."

Continued on page 7

Is Stereo Produced In 1-Unit Consoles?

And now "Consumer Reports" has added its influence to the already muddled situation. In its March issue, the magazine told readers that one-piece stereo consoles are not producing stereophony. The reason is a simple technical one, the magazine said.

"With an entire stereophonic system in a single cabinet, the two loudspeaker systems cannot be far enough apart to give the listener those illusions of space and direction that are the gifts of stereophony," the magazine explained. "The differences between the sounds issuing from the two-speaker system give your ears the cues to the stereophonic characteristics of the recording.

"If those differences are lost in a kind of amalgamation of the two sounds into one, because of the proximity of the speakers, you get little sense of space or direction.

"In a typical living room, say, 15x18, the speakers must be six to 10 feet apart to preserve the essential differences in the two sounds. Speaker separation in the test consoles (35 one-piece units were checked) ran from two to three feet.

If you care to sit three feet, or

less, from the front of the cabinet, you can get some stereo from these machines."

What was industry reaction? Unhappy with the pasting they got in the ratings, many manufacturers had harsh words for the report.

But no matter what the technical portion of the rebuttal was, most manufacturers pointed out that they were trying to produce what the public wanted.

And the public wanted, they said, one-piece stereo.

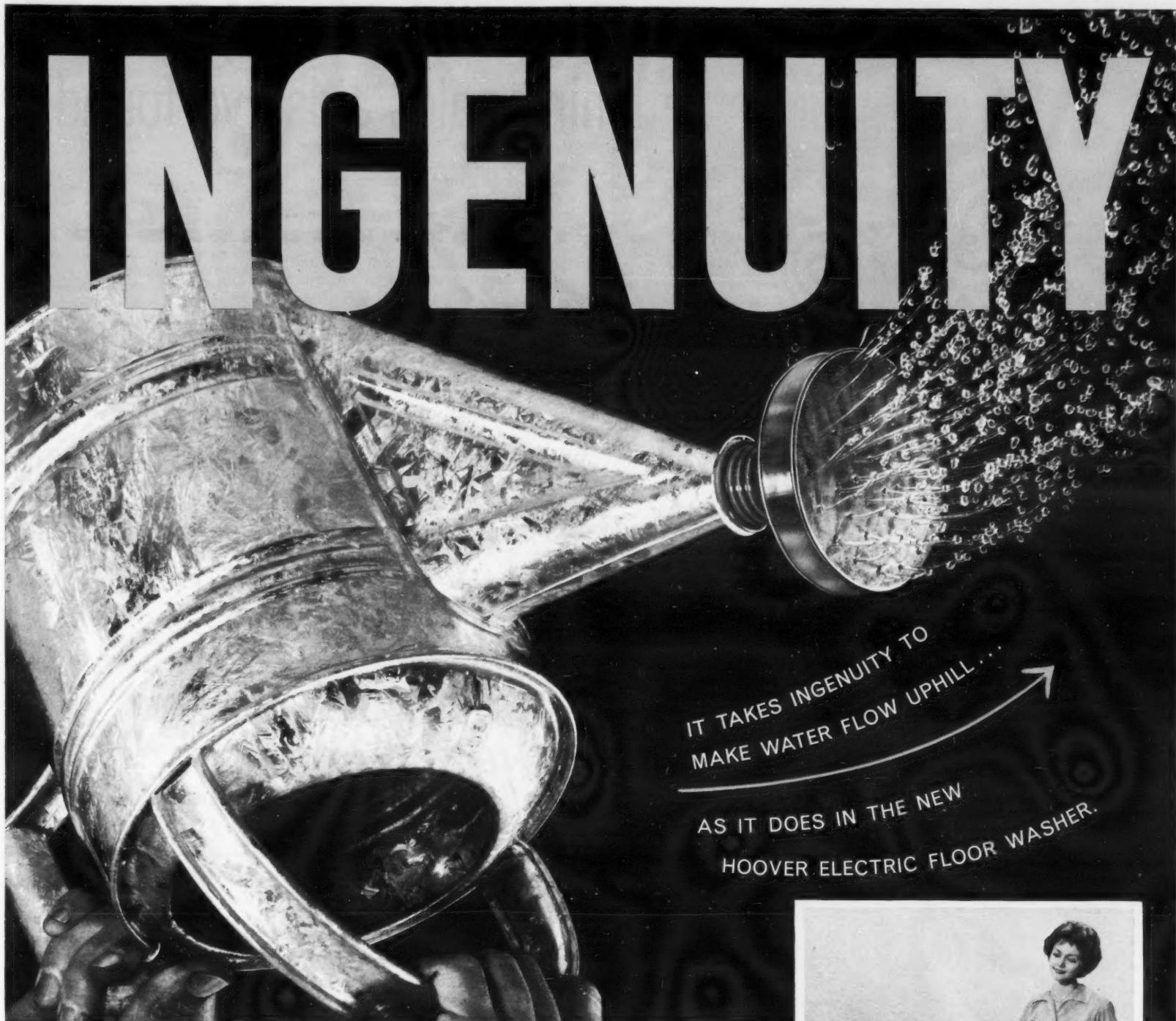
"A lot depends on your definition," explained Charles Urban, marketing manager of Westinghouse's radio-TV division. "Is stereo a plaything or is it a medium for consumer home entertainment?

"Is it for the ping-pong ball people who are looking for weird sounds or is it for the listener who wants to effectively hear a piece of music in his living room?"

"If you agree that stereo is a home entertainment medium, then it becomes a matter of effectively separating instrumentation. So, it's in the lap of the customer. People don't have the space today and industry's answer is one unit.

Continued on page 8

What makes **HOOVER** the biggest name in floor care?



A product of Hoover's ingenuity, this surprising new invention wets the floor, scrubs it, and then vacuum-drys it instantly. It actually vacuums up its own scrub water!

Ingenuity has been a tradition with Hoover for over 51 years . . . both the imaginative kind that can dream up a new product in the first place, and the scientific kind that can make it do the job it's supposed to.

The new Electric Floor Washer is an

example of the mating of idea and technical skill. It fills a real consumer need, because it makes the back-breaking job of scrubbing almost automatic. And Hoover's engineering know-how makes the product really work.

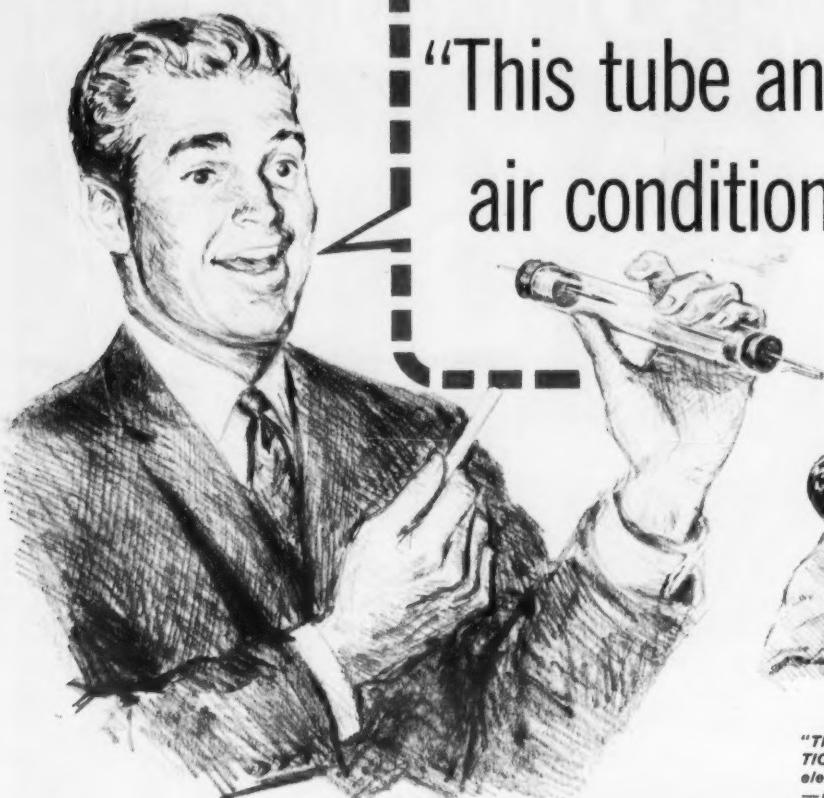
It'll work for you, too. Because just about every woman will want a Hoover Electric Floor Washer. And that means a new source of profits for you.

INGENUITY: the built-in ingredient you'll find in every Hoover product.

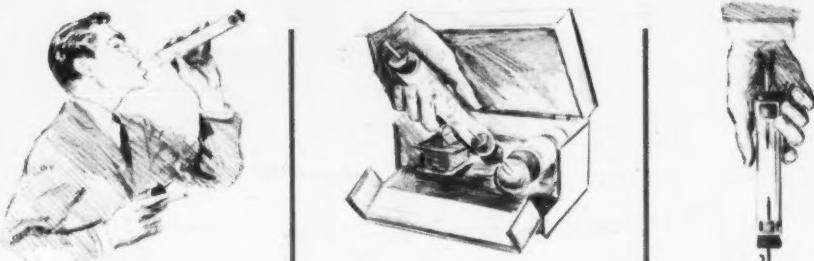
HOOVER

FINE APPLIANCES . . . around the house, around the world





"This tube and a cigarette are the best air conditioning sales aids I've found!"



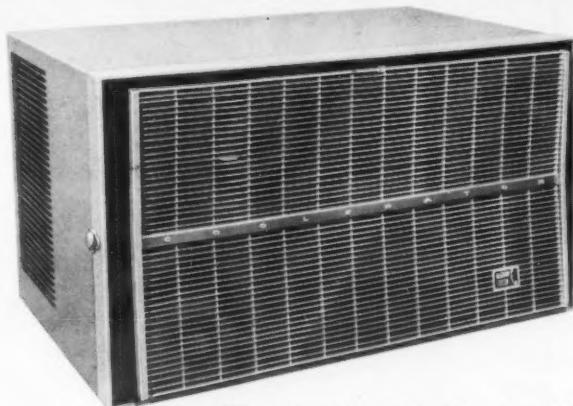
"THIS SIMPLE DEMONSTRATION of Coolerator's unique electrostatic filter—Lectrofilter—closes sales fast. I simply blow smoke into the tube and then . . ."

"AS THE TUBE IS ELECTROSTATICALLY CHARGED by the demonstration generator, the smoke vanishes—magnetically attracted to the plastic tube just as it would have been to the filter."

"IT'S CONVINCING PROOF to prospects that Lectrofilter is so powerful that it even filters smoke . . . and that Coolerator delivers the cleanest cool air possible!"

NEW Coolerator[®]

Room Air Conditioners with the Genuine Electrostatic Filter at no extra cost



Exclusive 4-Point Program Gives You Bonus Profits On Every Sale!

1. QUALITY PRODUCTS!

Actual service records show Coolerator ranks at the top of the industry for dependable performance!

2. FEATURES THAT SELL!

Exclusive features, such as the amazing Lectrofilter, give you plenty to talk about!

3. DIRECT FROM FACTORY PURCHASING!

You make better grosses . . . have supply and service points nearby!

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A market area for every dealer—with protection—insures higher profit sales volume!

COOLERATOR DIVISION

McGRAW-EDISON COMPANY • ALBION, MICHIGAN

In Canada: 574 Fourth Line, Oakville, Ontario

PRODUCTS OF



Finest in
Home Comfort Appliances



MAIL THIS COUPON TODAY!

COOLERATOR DIVISION, DEPT. AC-314

McGraw-Edison Company, Albion, Michigan

Please send complete information on your 1960 Coolerator Room Air Conditioners, the Lectrofilter demonstration kit and the Bonus Profit Plan.

DEALER NAME _____

COMPANY _____

STREET _____

CITY _____

STATE _____

The Engineers Add to Hassle

CONTINUED FROM PAGE 4

Shouts burst through the room as engineer members alternately jeered and applauded Frey's accusation. Frey ducked accusations fired back at him.

Order was restored as Donald L. Plunkett, president of Fairchild Recording Equipment Corp. rose to admit that "the compatible record is indeed a compromise." But he chided the members for making an issue of compromise when compromise was a common practice in their everyday recording techniques and in quality standards: "To get moral at this point is a little ridiculous."

Again clamor broke loose and the discussion veered to the more fundamental point of whether the lows actually carry any stereo directionality. There was clear disagreement on the point. Recording engineers from Harvard, Pilot Radio (and in absentia, from G-E) protested that there was direction in the lows—despite the fact that the phonograph industry bases its entire concept of mixed lows (one bass speaker only), common bass and many three-channel stereo packages on the principle that the lows do NOT carry stereo effect.

So the conflict and confusion reigned and reigns.

Out of the din of cross-purpose came several voices urging positive and immediate action to end the industry confusion. Their plea: Stop bickering; get together; point for real quality. Several, with an eye to foreign competition, added: ". . . or else."

Speaking for the recording artist was Leonard Warren, the Metropolitan Opera baritone, who died March 4 at the peak of a brilliant career. He urged quality production as the fundamental solution to all the problems: "We are only fooling ourselves. In Europe, they're making finer, grander, more opulent machines than we are—and we're supposed to have the brains!"

John Grado, president of Grado Labs, hi-fi component manufacturer, said it more candidly: "If we don't stop this playing around with quality, the Japanese and the Europeans will come in and beat our ears off."

John Moseley, ex-Audio Fidelity engineer, who conducted the demonstration of the new compatible disc, said: "There's too much dishonesty in this business."

The compatible disc that started all the soul-baring got mixed yeas and nays. The meeting decided that the hearing was inconclusive and that all members should take their record home and try it in ideal surroundings, reporting officially at a later date.

Design Records spokesmen insisted that their record was not a compromise ("We don't sacrifice any thing . . . This is a truly compatible record . . .") and insisted they had the right to introduce the record without waiting for industry approval through the Record Industry Assn. of America whose members include the big labels and do the bulk of the business.

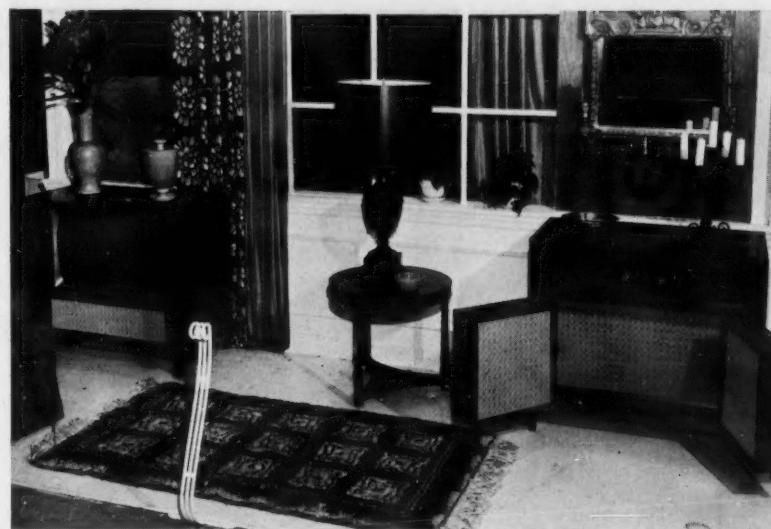
RIAA's comment was short: "The compatible record isn't here yet!"

New York Promotion: The Sound of Music

Prompted by the introduction of matching furniture-styled cabinets for television and stereophonic sets, Abraham & Straus is experimenting successfully with the equipment in its Brooklyn department store.

Motorola's matching Triune stereophonic high fidelity and TV consoles were borrowed from the television and music department and placed (see picture at right) between the main banks of elevators on the furniture floor. The stereo unit is played continuously during store hours.

According to A&S the demonstration has generated "an unusual amount of interest and many sales leads."



A model tailored to every prospect

KitchenAid®

THE DEALER'S DISHWASHER



KITCHENAID, the finest made—by Hobart—The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

After you've told the KitchenAid superior quality story, you can quickly answer the next question: "Which one?" There's a KitchenAid to fit any layout—a complete line—for the new home planners or "going-to-modernize."

Every model has Hobart's exclusive revolving power-wash action. No skinny, short tube that squirts tiny streams of water, which depend on dish deflection for coverage—but a man-sized wash arm, extending the full width of the porcelain enamel wash chamber, which scrubs every piece of tableware clean with an exclusive, high-velocity wash action.

There's easy installation on KitchenAid—service calls a rarity. Built-in models offer front finishes to blend with any design.

KitchenAid Home Dishwasher Division, Dept. KKB
The Hobart Manufacturing Co., Troy, Ohio

Please send information and specifications on the complete line of KitchenAid dishwashers.

Name _____

Address _____

City _____ Zone _____ State _____

Each time you sell a KitchenAid...it starts to sell for you

Painted Windows—285 of Them—Are Carrying the Pitch in L.A.

They're gaudy but they're good, says sponsor Graybar—Los Angeles. And the figures bear him out

Two-thirds of the way through a Norge campaign, dealers have sold 800 top-of-the-line dryers and combos. It's too soon for results on the current Webcor program. But Graybar expects equally satisfactory returns.

Backing up the colorful window gimmick is a \$20,000 kitty for dealer tie-ins with a gas company's campaign and a dance lesson program. Here's how Graybar has used showcard colors to show off both its promotions:

"Free installation" of gas dryers or combos is splashed across the 185 dealer windows painted by Window Advertisements of California—and paid for by Graybar. To qualify for the deal, a dealer had only to display a Norge washer, dryer and combo from Jan. 18-Mar. 19.

Southern California Gas Co. and Southern Counties Gas Co. arranged for the free installations. Details: The utilities, Graybar and the dealer split the cost three ways.

Graybar gimmick has been a window design (later used in a series of dealer listing advertisements) that duplicates the design used by the gas utilities in their extensive newspaper and billboard campaign. The only major change is the addition of "Norge" before the slogan "GAS washer and dryer combinations installed free now," and transforming the no-brand dryer illustrated to one with a Norge faceplate.

At retail level, Graybar encouraged salesmen to sell, to sell up and to sell Norge, by offering a \$5 spiff for each closure on one of the four



PAINTED WINDOWS intrigue young bystander at store in California.

top-of-the-line model dryers or the combo. During the six weeks, Graybar paid out a little more than \$4,000 of this "encouragement money" in the form of Safeway gift coupons.

Full color Mr. & Mrs. Arthur Murray are now dancing on more than 100 dealer windows in Southern California, thanks to Graybar.

Any dealer stocking at least two automatic Webcor stereo units is eligible to have his window painted with a portrait of the Murrays, a Webcor portable stereo and the slogan "Webcor invites you! Learn to dance free at Arthur Murray's—step inside for details."

As the Webcor campaign is a long-range promotion (EM Week, Feb. 8, p. 3), results aren't out yet.

Is Stereo Made in Consoles?

CONTINUED FROM PAGE 4

"Industry has provided for greater separation so you can get back to the ping-pong ball if you want to. It's just like buying a car. If you want power brakes, you buy them. If not, you take the car as is."

The American family has voted conclusively for one-piece stereo units," said W. E. Laswell, national radio and phonograph manager of Motorola's electronic division. "The problems involved in putting two or more pieces of stereo equipment into the average living room are great both from the standpoint of decorating and space required."

And the realities of marketing, Laswell maintained, supports his claim: One-piece stereo is earning the greatest approval.

"We believe," Laswell said, "that with our system . . . the quality of stereo is in no sense sacrificed. Acceptance by the listening public verifies this."

Motorola's stereo business is running 71% ahead of the same period last year which was the highest in company history.

Beyond the industry's main line of defense—consumer preference for one-piece units—officials attacked other aspects of the "Consumer Reports" findings, including that 15x18 average living room.

"You don't sit at the edge of the walls," snapped Avery Fisher of the Fisher Radio Corp. "And the average living room is about 12 feet wide. The set sticks out three feet and the listener sticks out three feet into the room."

"And if you are sitting seven—or at the most eight—feet from the unit, you'll get stereo."

Separation in the consoles was defended, too. Morton Schwartz of Olympic Radio and Television maintained that 32 to 36-inch separation is sufficient for the average living room.

"We have consulted a large number of eminent authorities in acoustics and have found complete agreement in our conviction that separation of loudspeakers does not in itself provide more stereo," explained Leon J. Knize, sales manager of consumer products in

Stromberg-Carlson's commercial products division.

"What it does provide is more separation. The amount of stereo you hear is dependent on the amount of stereo present in the program source. It cannot be produced by placing two transducers farther apart."

One manufacturing official summed up the controversy as a "question of degree."

"Unfortunately," he explained, "it's all relative. You can get stereo out of a single piece, but not as well as you can out of a two-piece set."

And James D. Secrest, executive vice president and secretary of Electronic Industries Assn. may have made the key point for industry.

"The consumer is boss here," he said, "and I don't know if the technical differences will make much difference. The housewife wants convenience and the engineers will have to adapt themselves to the market."

Sunbeam Gives More Details . . .

. . . about its deal with Oster in a statement to stockholders, who'll vote on the transaction at a special meeting April 4

Sunbeam Corp. will exchange 230,000 shares of its common stock for all the capital stock of John Oster Manufacturing Co., Milwaukee-based electronics and appliance manufacturer, and its related Mexican and other companies. In the latter group are: Racine Die Casting Co., an industrial producer in Racine, Wis.; Rojo, Inc., a product service organization; and Lydell Corp., a unit primarily engaged in real estate ownership.

Plans for the acquisition were announced Feb. 17, when Sunbeam directors approved them. But it won't be final until Sunbeam stockholders vote their approval. A special meeting is set for the vote April 4.

In a proxy statement to stockholders last week, Robert P. Gwinn, Sunbeam president, explained that the Oster units will be held as wholly owned Sunbeam subsidiaries. But Sunbeam has no plans for changing officers, personnel or facilities. John Oster Jr. is president of the companies. And John Oster, the founder, is chairman of the board.

Rapid expansion in Oster's electronics division, which produces aviation and missile precision instruments, prompted Sunbeam's decision to acquire the company, Gwinn went on to explain.

Original research and development of technical components at the Oster labs in Racine led to a sales volume of more than \$13.5 million in 1959. Combined sales for all the Oster companies: \$35 million.

Extra Demonstrators Hit the Floor for G-E

Beginning around the first of April, the bi-yearly flock of demonstrators General Electric hires from Manpower, Inc., will be showing vacuum cleaners and other small appliances.

You won't see any of the men at momma-and-papa stores. But they'll most likely turn up in all major metropolitan areas.

G-E has been hiring extra demonstrators for some six or seven years now, according to a source in Bridgeport. "It's hard to come by good demonstrators during the spring and fall traffic months," he explained. "And we can't afford to keep them on the payroll all year."

So G-E rounds up a group from Manpower, then doles them out to the departments that need them for special promotions.

Housewares Show Dates Set

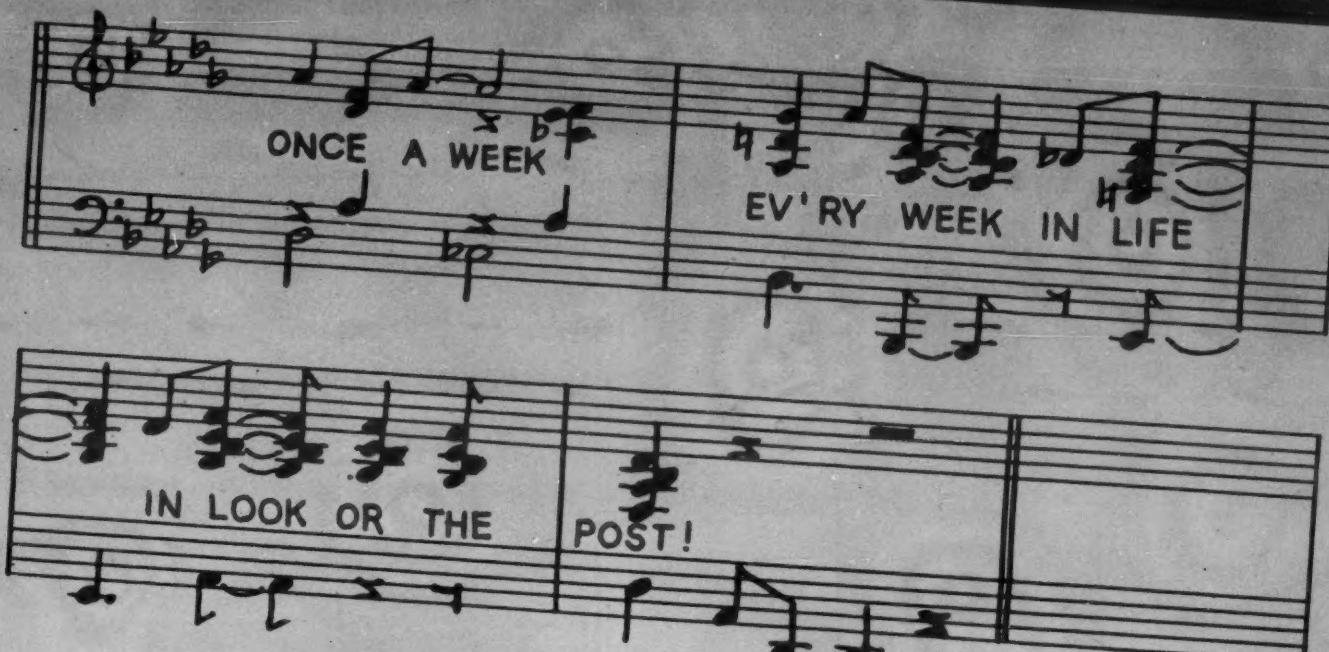
NHMA last week announced that its 1961 exhibition will be housed in Chicago's new Exhibition Hall, to be completed in mid-November. Dates for the NHMA show: Jan. 16-20. Most displays will be on one floor with 200 more booths available in the new building.

MARCH 14, 1960

9

RCA WHIRLPOOL APPLIANCE ADVERTISING SINGS THIS POWERFUL

SALES SONG for '60



Here's what it means to you:

Starting March 14th, you'll see striking, full-color RCA WHIRLPOOL appliance advertisements *once a week, every week, in LIFE, in LOOK or the POST*. These leading weekly magazines, blanketing the nation, are spearheads of a huge 1960 advertising schedule which includes many important farm publications and key city newspapers. Millions of prospects will see and read the advertisements. Even more important, hundreds of these people are in your neighborhood. They are *your prospects* . . . and every advertisement not only initiates their interest in RCA WHIRLPOOL appliances, but invites them to visit your store as well! Take full advantage of this RCA WHIRLPOOL advertising program that sings such a powerful "sales song for '60" . . . and you're sure to be a winner!

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Your family will love our family of home appliances

RCA **Whirlpool**

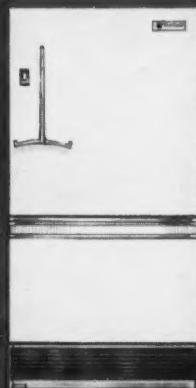
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



NEW RCA WHIRLPOOL REFRIGERATOR

a model
for every
prospect

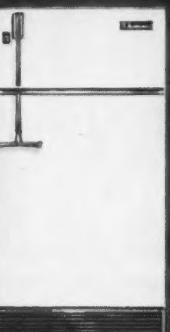


GM-15BCM AND
GM-13BCM NO-FROST
REFRIGERATOR-FREEZERS

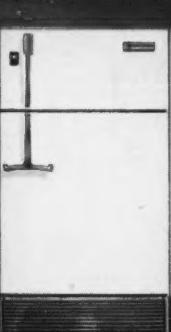
GI-13B NO-FROST
REFRIGERATOR-FREEZER



GS-14TCM
REFRIGERATOR-
FREEZER



GS-14T
REFRIGERATOR-
FREEZER



GS-12T
REFRIGERATOR-
FREEZER



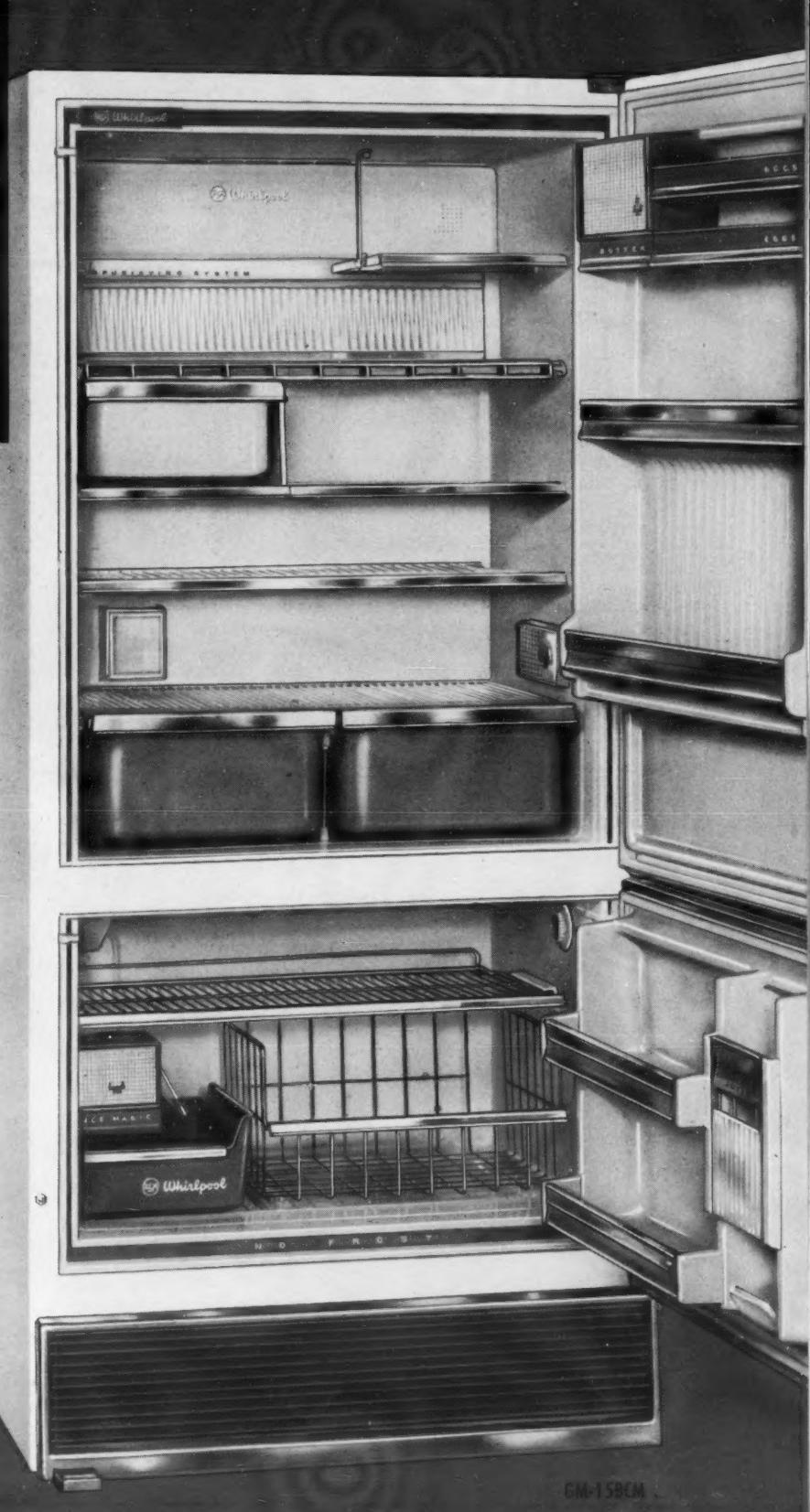
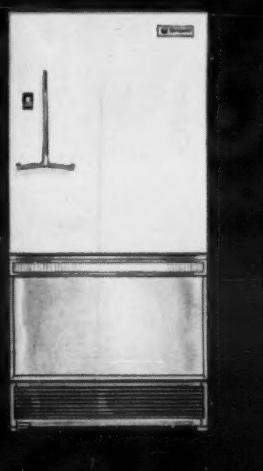
GG-120
REFRIGERATOR-
FREEZER



G-12
REFRIGERATOR



G-11
REFRIGERATOR



GM-15BCM

NO-FROST FREEZERS

protect food with the
most wonderful climate in the world

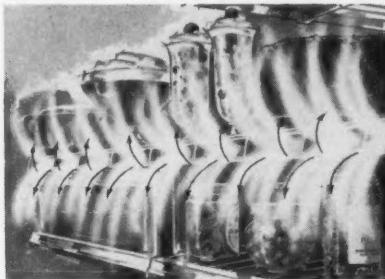
**It's a climate with
EXCLUSIVE ICEMAGIC®**

With new IceMagic, ice cubes are ready for instant use any time of the night or day, and, best of all, there are no trays to bother with . . . no filling or spilling or prying loose. Just open the door and help yourself from the handy bin that holds over 100 cubes . . . the IceMagic will automatically replace every cube used. It even "dries" the unique half-moon shaped cubes, before dropping them into the bin, to help prevent their sticking together. The ice maker that has been proven . . . over 150,000 used in homes throughout the world!



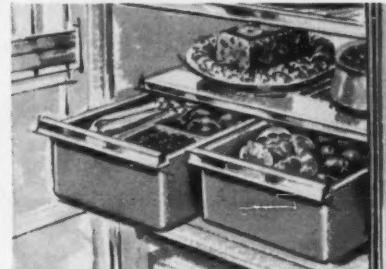
It's a climate where frost never forms

No troublesome frost ever forms in freezer or refrigerator. No more frost-covered packages to pry loose, no frost-packed shelves or interior walls. No more messy defrosting.



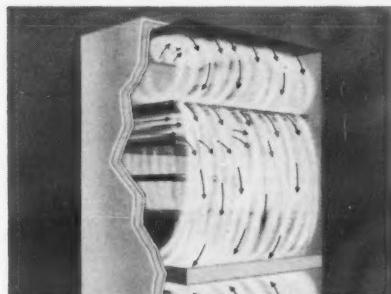
It's a climate with quick-chilling shelf

New Jet-Cold* Shelf quick chills beverages and food up to 3 times faster without freezing. Cold-air ducts inside shelf chill food three ways . . . by conduction, radiation and convection.



It's a climate with jumbo twin crispers

Humidity-retaining seal keeps vegetables and fruit crisp and fresh. Hold a bushel. Rustproof porcelain enamel finish cleans quickly and easily. Drawers glide out smoothly.



It's a climate with constant cold

Cold recovery starts instantly. Super-cold air is rushed in from the Constant-Cold Reserve and circulated throughout to maintain a balanced cold from top to bottom—side to side.

*Tm&.

Exclusive Air Purifying System constantly circulates and refreshes the air. Activated-Carbon Filter removes up to 97½% of objectionable food odors and keeps food fresher . . . longer. All these plus features, too: Jet-Cold Meat Chest keeps meat fresher longer . . . Million-Magnet* door . . . huge "zero-degree" freezer . . . big-capacity door storage with built-in butter conditioner, portable egg trays, extra deep shelves . . . sliding panel for tall bottles . . . left-hand or right-hand doors . . . toe-touch freezer door opener . . . interior lighting, even in the freezer.

Your family will love our family of home appliances



Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



What's Behind G-E's Plan to Help Schools Buy Education TV Sets?

Two things: A potentially big market and a desire to raise educational standards

When it came up with the new plan, you can bet General Electric's television receiver department had its eye on the fat market predicted for education TV (ETV) sets. Who wouldn't? (Company analysts say the market will reach 2,750,000 sets in 1965.)

But there were other reasons, according to a marketing policy statement sent out to franchised G-E

distributors. For instance, G-E sees ETV as one way to fight the teacher shortage.

More than that, ETV can enrich curricula in schools that don't have the money for expensive lab equipment, visual aids, and so forth. Small schools could broaden their programs to include foreign languages, art and music courses.

Larger systems could gain too. One way: By letting ETV take up some of the teaching load so that classroom instructors could give their pupils more individual attention.

Under the plan, the G-E TV receiver department proposes to supply schools with standard (rather than closed circuit) receivers at "minimum" cost. Then, school authorities have a chance to replace the sets every 12 to 18 months.

Why standard receivers? Because open circuit broadcasting is "the most practical approach" to ETV according to G-E's TV marketing people. They feel closed circuit video transmission is too expensive.

With open circuit systems, the only cost to schools, besides the sets themselves, are master antennae.

A financing plan by the G-E Credit Corp. also is available for schools that aren't in a position to put out enough capital to buy the sets.

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fabulous first from
WRIGHT
portable air coolers!

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PROVEN CONSUMER CHOICE

exclusive
**ACTIVATED
CHARCOAL
AIR PURIFIER**



It's the smash-hit sales maker in the new Wright line of portable evaporative coolers. The Activated Charcoal Air Purifier removes odors, smog, pollen and other disagreeable irritants from the air as it cools or ventilates. And only Wright has it!

Imaginative, sales-minded engineering, sound manufacturing and economical operation make Wright the outstanding portable cooler line again in 1960.

Write today for
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Makers of the world's finest quality air coolers and refrigerated air conditioning.

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Showing in Los Angeles Home Furnishings Mart Space 567

SO EASY TO CLEAN



G1-409, one of many models available
in 30", 36" and 40" sizes.

Only RCA WHIRLPOOL gas ranges have all these simplified cleaning features that really SELL!

Most women enjoy the adventure of cooking and baking. But the slow, difficult task of cleaning up the range after cooking is done has long been a sore spot in Mrs. Housewife's routine. That's why designers and engineers were given the full green light on *cleanability* when developing the all-new RCA WHIRLPOOL line of gas ranges. That's why (in addition to all their cooking-baking-broiling extras and exclusives) these great ranges are so far ahead of the field in simplified cleaning features . . . sales-building answers to the housewife's dream.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

- Smooth, one-piece glass face of backguard wipes clean with a damp cloth . . . in a jiffy.
- Sleek, one-piece top has no dirt-catching cracks or crevices . . . wipes sparkling clean.
- High broiler and Bar-B-Kewer® meat oven door lifts off for easy cleaning . . . unit slides out.
- Storage drawer slides out completely, permitting access to floor area under range.
- Grates, aeration bowls and burners easily removed for complete cleaning.
- Exclusive aluminum Dispos-A-Bowls* protect aeration bowls from messy spills, banish needless scouring. Easily cleaned or replaced.
- All control knobs pull off easily . . . for complete front panel cleaning.
- All models have removable oven doors, assuring quick easy access to farthest corners (all rounded) for complete oven cleaning with least effort.
- Broiler door lifts off and entire broiler unit slides out completely for easiest possible cleaning.

Your family will love our family of home appliances

RCA

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

*Tm&.

(ADVERTISEMENT)

Facts
you should know
about
stereophonic
high fidelity
to help you make
more sales

(ADVERTISEMENT)

The mounting claims for competitive advantages stemming from some manufacturers' misrepresentations confuse salesmen and prospects. Here are scientific, indisputable facts that will better help you understand what it's all about and convey these facts to your prospects in a clear, concise manner that will make sales.

Q. Exactly what is the technical trade meaning of two channel stereophonics?

A. All stereo records have two "channels" recorded by means of two separate recording systems. Two channel, or binaural, stereophonics was conceived and developed to record and reproduce music with greater realism on the principle that human hearing is binaural, and that by having two sound sources your ears (two) hear the music with greater depth and perception from the *two* separate sound sources or "channels".

Q. Since there are only two channels to reproduce, what about "three-channel" or "multi-channel" reproducing systems?

A. Some advertisers have been promoting a mythical "three-channel" stereo system on the assumption that *three* has more sales appeal than *two*. These claims are now recognized as such blatant misrepresentation that they evoked the protests of the National Better Business Bureau. To circumvent this reprimand, they are now being called "multi-channel"—*implying* more than two.

Q. What, in fact, does a "multi-channel" or "three-channel" reproducer consist of?

A. Sometimes only multiple speakers with frequency dividing networks, diverting the bass frequencies into the bass speakers and treble frequencies into the treble speakers. Magnavox introduced the first multi-speaker (four) monaural phonograph in 1954. The fact that there were four speakers and frequency dividers did not make it a "four-channel" monaural system. Some "three-channel" systems incorporate three speakers and three amplifiers. Magnavox has been building models using *four amplifiers and four speakers* since its introduction of the first stereo phonographs but has never laid claims to a "four-channel" stereo system because there are still only two channels to reproduce.

Q. What is the consumer benefit from "multi-channel" stereo?

A. Nothing—in fact, he loses the benefit of true stereo because *only treble tones are stereo; the bass range is played monaurally* through a single bass speaker.

Q. Then what are the advantages of "multi-channel" stereo?

A. Where only one bass speaker is used there is obviously the cost saving of a bass speaker, but at the sacrifice of stereo separation in the bass range.

"Three-channel" or partial stereo is very much like the originally proposed compatible stereo recording system that was turned down by the recording industry in the belief that it did not provide the full potential benefits of two channel stereophonic.

Q. What is stereo separation?

A. It is the ability to identify each instrument coming from the separate channels and in the blended sounds that are created between the two sound sources. Originally stereo reproducers were conceived as two space separated cabinets, each containing a stereo channel. Magnavox introduced the first self-contained stereo instruments wherein both reproducing channels (speakers and amplifiers) were contained within a single piece of furniture. To retain the stereo separation, special electro-acoustical tech-

niques were developed. Since then sets are being sold as stereo phonographs merely because they contain two channel stereo equipment in the same cabinet, but in fact provide no perceptible stereo separation at all and sound no better than a comparable monaural set.

Q. What are the relative merits of the two piece, space separated stereo vs. stereo self-contained in one cabinet?

A. The two piece stereo, spaced several feet apart, can provide a more interesting stereo effect in a fairly large room than a self-contained unit of comparable quality. It does have the disadvantage of confining the listeners to certain areas within the room for best stereo effects. In the best of the self-contained stereo instruments the sound is projected right and left and the effect of distance or "space" is obtained by reflections from the walls, thus enveloping the listener with dimensional music. The listening position within the room makes no difference.

Q. Can you have both optionally?

A. Marketing experience has shown that the preference is for the all in one cabinet—however, customers often change their minds and later want to add a space separated speaker. Any high quality instrument can and should provide this facility.

Q. What is true stereophonic reproduction?

A. True stereo reproduction is a two channel system of *reproducing sound* that is compatible with the method of *recording that sound*. There is nothing that can be added to the recording except distortion. It's that simple.

Q. What about high fidelity music?

A. It's been all but lost in the shuffle between ping pong balls, railroad trains, non-existent stereo channels, mythical super power claims and the baffling multiplicity of knobs. People buy a modern phonograph primarily to enjoy music—they enjoy music most when reproduced with the greatest realism. Stereo is an improvement—an embellishment, of high fidelity. It was not conceived as a substitute of obnoxious distortion for beautiful tone. Pre-stereo, good high fidelity phonographs sound better than many of the stereo sets now being offered.

Stereophonic high fidelity is a wonderful phenomenon... it can be exciting, it can be entertaining... it should be music reproduced more faithfully than you have ever heard before. You don't need meaningless gadgets and gimmicks to baffle your prospects. Good demonstrations of good stereo equipment, supported by a straightforward explanation *will make sales*.

Q. Is the public confused about the merits of stereo?

A. You know that they *are* confused—that this confusion has developed buying hesitancy. What's more, many people have concluded that stereo has no merit based on either unfortunate actual experiences or on misinformation. Let's take the confusion out of selling and make demonstrations based on the true merits of stereophonics. Let's make more sales.



FRANK FREIMANN, President, The Magnavox Company

the magnificent
Magnavox
WORLD LEADER IN STEREOFONIC HIGH FIDELITY AND QUALITY TELEVISION

Reprints of this message for your bulletin board are available from the Magnavox Company, Fort Wayne, Indiana

PEOPLE in the NEWS

Admiral Sales Corp.—Lawrence E. Murphy has been appointed manager, major appliance accounts. He is a veteran of 20 years in the appliance business.

Ampex Audio Co.—Two new districts sales managers have been named at the Sunnyvale, Calif., manufacturer of magnetic tape recorders and hi-fi systems. Barton O. Williams will handle the Los Angeles district. And Charles E. Thomas will supervise the rest of the Southern California district.

Bogen-Presto Division, the Siegler



A. L. McCarthy
of Eureka



R. C. Connell
of Eureka



J. S. Sayre
of Norge



R. H. Quayle
of Norge



H. P. Bull
of Norge



W. C. Fisher
of Norge

Corp.—Charles H. David has joined the company as high-fidelity products manager. He has been a sales manager for several manufacturers.

Chrysler Airtemp—Five men have been appointed to managerial positions with the division of Chrysler Corp. Henley M. Hilburn is the new

business and market research manager. Robert W. Forster will head sales planning, room air conditioners. Del Robson will handle the Kansas City district; George A. Godfrey, the Chicago area. And Hascal Simmons will manage the Atlanta branch. Donald C. Degen is a new Atlanta sales engineer.

Easy Laundry Appliances, a division of Murray Corp. of America—Walter E. Babitz has been named manager of market research for the division. He will be responsible for forecasting, market studies, and statistical and overall product and market planning.

Eureka Williams Corp.—Richard C. Connell has been appointed vice president in charge of sales for the company's vacuum cleaner division. He will take over the duties of A. L. McCarthy, who will head certain factory branches and large brand-name accounts from his new headquarters in Chicago.

General Electric—Martin J. Lewis has taken over as manager, central air conditioning sales, for G-E's sales and distribution department, New Orleans district. He has been with the company since 1953.

Norge, a division of Borg-Warner Corp.—Four top management changes have taken place at the home appliance division. Judson S. Sayre, president since May, 1954, moves up to chairman of the board and chief executive officer. Robert H. Quayle Jr., becomes president. Harold P. Bull was named vice president and assistant to the president. And Walter C. Fisher succeeds Bull as vice president of sales.

Philco Corp.—Robert G. Urban has been appointed vice president in the marketing department and assistant to the vice president-marketing for the company's consumer products division. He has a wide experience in package goods.

Sylvania Electric Products Inc.—Three men have been appointed to new positions in the company's divisions. At Sylvania Lighting Products, Frederick H. Heintz has been named vice president-marketing, large lamp products. And L. John Doyle has taken over as Midwest regional sales manager, with headquarters in Chicago.

Thomas Industries Inc.—Lee B. Thomas has been elected president of Thomas Industries Inc., Louisville, Ky., manufacturer of lighting fixtures. John G. Beam, executive vice president of the company, was elected to the board to replace him.

Whirlpool Corp.—Four men have been appointed to new sales positions with the company. In the laundry division, C. Edward Reiner has been named sales manager for automatic and wringer washers. William W. Howard became sales manager for gas and electric dryers. And John W. Benson is the new sales manager for gas and electric combos.

In the company's contract sales division, M. W. McGath has been promoted to the newly created post of special field representative.

styled for BEAUTY... unequalled for DEPENDABILITY

... and that's only a part of the
profit-making "Quic-sell" story of

the Quality line

Quicfrēz

Greater selections, more features, unmatched beauty to sell in the Quicfrēz line: 5 modern, square-look refrigerators — 7.4 to 13.6 cu. ft. sizes — plus 3 upright and 3 chest freezers (with Lifetime Protection Policy) and the famous Recessed Twins! Backed by an over 50-year record of quality craftsmanship to assure unequalled dependability. Priced to sell at a handsome profit for you! Mail coupon today for the "Quic-sell" facts about Quicfrēz!



Quicfrēz, Inc., Dept. EMW
Fond du Lac, Wisconsin

Rush "Quic-sell" facts about the
Quicfrēz line.

Name _____

Address _____

City _____ Zone _____

State _____



Imperial Model OIR-136
Refrigerator

NEW DISPLAY

Lets you show more Hotpoint models in less floor space



**Modular display units
spearhead 1960
Hotpoint kitchen
modernization program**

Now in only 6 square feet you can display 4 Hotpoint built-in surface sections . . . Hotpoint single built-in oven and dishwasher or double oven in only 4 square feet of floor space.

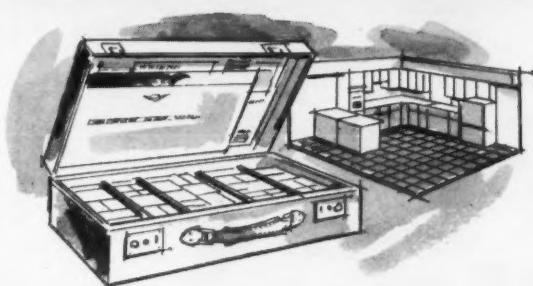
Hotpoint's space-saving modular display units are made of sturdy chrome and rich-looking wood panels. They add eye appeal to any showroom while you cash in on the pulling power of Hotpoint's wide variety of built-in models.

But Hotpoint starts building your sales before your prospects enter the store, through the powerful pre-sell of dynamic national kitchen/laundry advertising. And, to help you clinch the sale and step-up profits, special financing from GECC and other financial institutions are available to Hotpoint customers.

Display and promote Hotpoint for bigger 1960 kitchen/laundry sales.

**Plan now for more sales
WITH HOTPOINT KITCHEN/LAUNDRY AIDS**

- **NEW HOTPOINT KITCHEN/LAUNDRY PLANNING KIT** — contains scale blocks of cabinets and Hotpoint appliances, samples of counter top materials and paint, instructions and promotional material provided in handy carrying case
- **"YOUR NEXT KITCHEN/LAUNDRY"** — prospect-pulling brochure features 12 beautiful kitchen/laundry plans in full color
- **HOTPOINT KITCHEN/LAUNDRY PLANNING GUIDE** — practical design tips and actual scale work-sheets for your customers



Contact your Hotpoint distributor for complete ordering information

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE...
IF YOU'RE NOT A HOTPOINT DEALER YOU SHOULD BE!

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

Will 1960 Be Bad Year? Survey Says 'No'

Electrical appliance sales will go up 5%, according to this New York investment adviser's study

Arnold Bernhard & Co., Inc., published its optimistic views in the face of gloomy predictions about this year's business.

Many economists have been hedging on their previous assertions that we would enjoy a year-long boom because of demand deferred during the steel strike. They are revising their predictions to match an expected downward trend in housing starts and the current tightness of

credit due to high interest cost.

But Bernhard economists expect 1960 to be the second consecutive excellent year for the electrical appliance industry. They see a slight improvement in profit margins and climbing earnings.

Here are their reasons, as reported in the fifth issue of "The Value Line Investment Survey."

Disposable income will rise 6% in 1960, compared to 1959, the analysis said. "While it is true that disposable income rose in 1957 and in 1958 while the volume of appliances sold declined sharply, the average

increase in those years was only a little better than 3½%."

The cyclical pattern of the industry after World War II shows we're in for a good year, the report went on. Generally, appliance sales have peaked every five or six years. And the peak phases usually last at least two years. (So do the lows.)

The last peak period was in 1955-56, when the appliance sales volume was almost identical for both years. "The combination of the two-year peak at five-year intervals, then, suggests that 1960 will be a record year for appliances (although it would certainly lead to some doubts about 1961)."

The pattern of refrigerator sales is the third factor, according to the study. That pattern is indicative of what's ahead in all replacement sales.

The survey puts the useful life of a refrigerator at around 10 to 12 years. In 1948 the industry shipped 4.8 million of the boxes. Then, two years later, Korean War scare buying boosted that figure to 6.2 million. But the trend was downward, except for 1955, until the sharp upturn in 1959. "Prospects are bright for further gains in replacement sales," the analysis concluded.

One more cushion for industry volume, said the report, can be found in the "growth" appliances, for example, dishwashers, air conditioners, dryers, combos and disposers. "Many of these are reaching substantial volumes with their markets still far from saturated."

There are unfavorable factors, the analysis admitted. One example: Falling residential construction.

But housing starts are not the major determinant of demand, according to the company's economists. The market for most major dollar-earning electrical appliances have long been saturated; for these units, replacement buying is far and away the most important factor. "An increase in housing starts represents only the frosting on the cake, and a rather thin frosting at that," the survey said.

As for tight money, the study pointed out the resulting trend to higher interest costs affects finance companies primarily. The finance profit on installment sales is incidental to retailers' profits.

The survey warned investors away from buying stocks in the industry though—in spite of its optimistic report. It said: "Although earnings prospects are favorable through 1960, they are amply discounted by current share prices."

"Electrical equipment stocks are more overvalued at present than most other groups. Investors anxious to make additional commitments in this premier growth industry will probably be presented with better opportunities during the coming 12 months."

Kelvinator Announces Dealer Scholarships

The scholarships are for the NARDA institute of management, designed to help dealers improve all phases of their business dealings.

Ten dealers chosen by Kelvinator Division of American Motors Corp. will receive the grants which include transportation to and from home cities, registration fee, tuition, study material and room rental. The annual awards are called the George Romney Scholarships, in honor of the president of American Motors.

Scholarships to the August sessions at American University, Washington, D. C., will be given to dealers who have contributed the most to raising the stature of appliance retailing from March until June, 1960.

16th in a series
of weekly Gibson
messages to
all appliance
dealers

SELL THE GIBSON FROST-CLEAR IDEA NOT A THIMBLE-FULL OF FROST IN A LIFETIME!

Frost-Clear is here—and it's going to get bigger and bigger! It's simply *that* much better than any automatic-defrost system. No need to remove frost—it never forms—not a thimble-full in a lifetime! Frost-Clear is big in your future.

So, what are you going to do about it? You can buy Frostless-type freezers and refrigerator-freezers from a number of manufacturers. Typically you'll pay far more than you will with Gibson—typically you'll get a more complex system which can mean extra service. Why do it the hard way?

Gibson Frost-Clear appliances are simple, service-free, sensibly priced. They let you merchandise this giant step forward—not a thimble-full of frost in a lifetime—at prices below many conventional, old fashioned units. There's your edge. There's your chance to move out ahead of the pack. There's new Frost-Clear—waiting for you at your Gibson Distributors!



Shopper Stopper!

Gibson's clever demonstration giveaway—an actual thimble mounted on a card, to pound home the "not a thimble-full of frost" idea—helps you turn traffic into prospects, prospects into customers. Ready for you now!

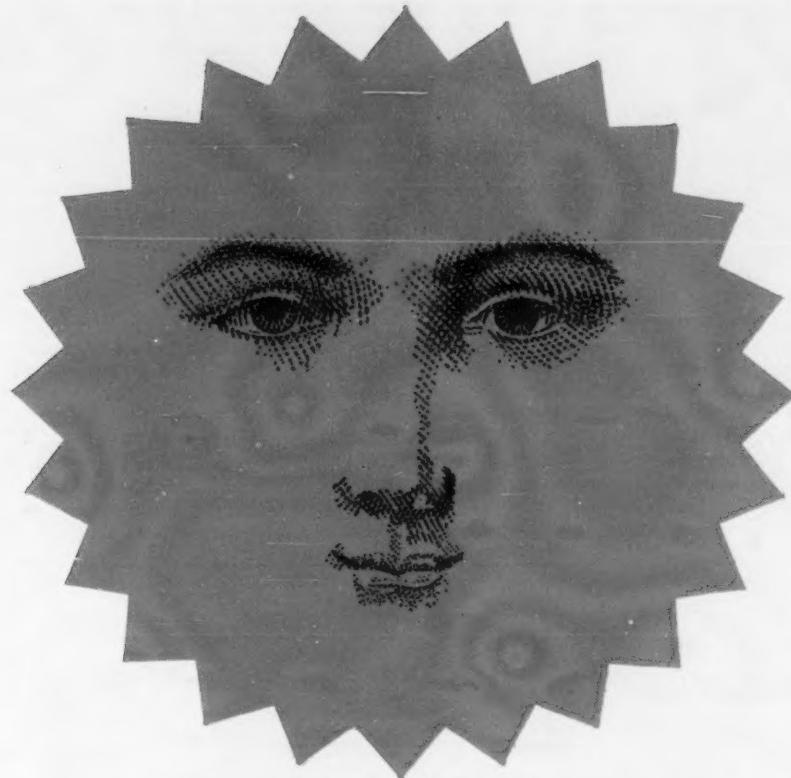
WANT TO HEAD FOR HAWAII BY JET IN '60?

get going...get

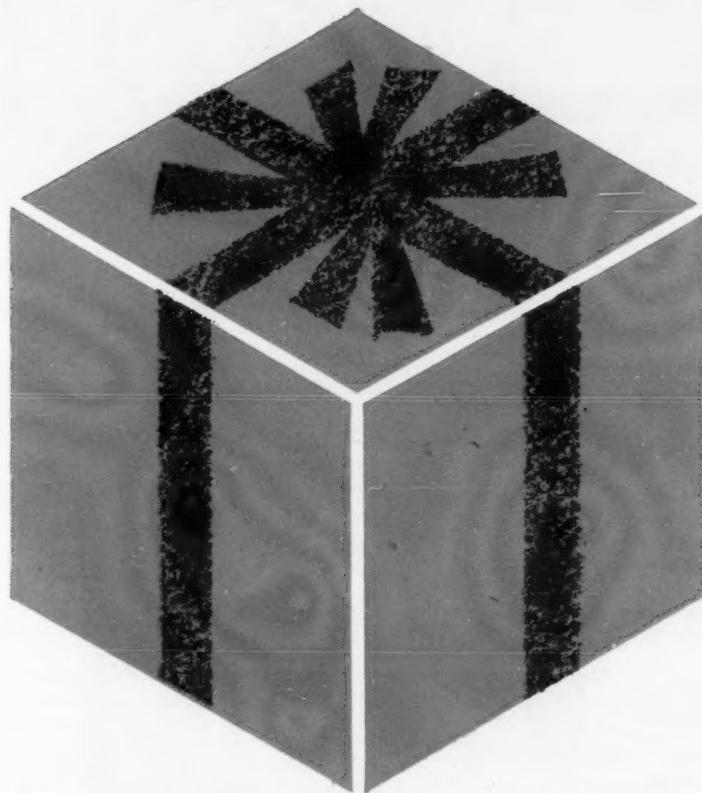
Gibson

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation





BETTER LIVING • BETTER GIVING



BETTER LIVING — BETTER GIVING is the theme of United States Steel's powerful new Housewares and Home Furnishings program. This program is designed to help you sell more products of steel. Here's what we're doing to build traffic through your store:

24,000,000 viewers of *The United States Steel Hour* will see commercials on April 20 and May 4 advertising the products of steel you sell.

4,500,000 daytime *I Love Lucy* viewers will see eight commercials on April 14, April 28 and May 12 with the same important message.

7,000,000 readers of *Better Homes & Gardens* will see a U.S. Steel color advertisement in April promoting products of steel for outdoor living . . . another in May promoting products of steel for gift giving.

12,000,000 readers of *The Saturday Evening Post* will see modern, convenient steel housewares and home furnishings in colorful U.S. Steel spreads in April and May.

And the well-established STEELMARK symbol . . . identifying products made of steel . . . is featured in all this advertising. People will be looking for it on the merchandise you sell.

TIE IN FOR BIGGER PROFITS. Write today for your free dealer tie-in kit that contains display mobiles, banners, labels, tags and other promotional material. Use it with any steel products you sell. Just fill out the handy coupon below.

United States Steel
Room 6070, 525 William Penn Place
Pittsburgh 30, Pa.

Please rush me my free Better Living—Better Giving merchandising kit.

Name _____

Company _____ Title _____

Address _____

City _____ Zone _____ State _____



United States Steel

A DISTRIBUTOR SALESMAN says 'Who Needs Pills If He Has Money?'

There is being developed a new "happy pill" which is supposed to drive man to new heights of energy and dynamism. Already, horse trainers, fight managers and victims of tired blood are plotting to get a bottle without a doctor's prescription. Even businessmen may be conniving to get a bottle of the new pills.

But one distributor sales manager I talked to right after he finished his weekly pep-up Monday sales

meeting is not counting on the new pills.

"Lemme tell you something," said Harry the sales manager after I had told him of the new drug development. "There's not a pill made that can stimulate distributor salesmen like The Old Green."

"The Old Green?" I echoed in a puzzled voice.

Without even trying I could reel off a couple of famous brands in bourbon beginning with the word "old," two or three in a rye and at

least one in an imported scotch whiskey. But The Old Green, I must confess, had me stumped.

Anticipating my question though, Harry waved a roll of decidedly old and green dollar bills in front of me and said, "When they start making pills that can stimulate like The Old Green that's the day I open up a drug store."

He stared for a moment at the salesman outside his office door. "Salesmanship," he mused philosophically, "is all monetary and the way I look at it, there ain't nothing more monetary than money."

And Harry wanted to underscore the point. He signaled to the tired-looking salesman and asked his opinion of the 21-inch television console on which he was leaning.

A look of utter loathing and disdain creased the salesman's face. "It's a dog," he snarled.

"Tell you what I'm gonna do," said Harry. "I'm gonna put a \$20 spiff on that set. Now what do you think of it?"

Nervous energy, dynamism and pep suddenly seemed to animate the salesman. "That set," he exclaimed fairly bubbling with exultation, "is a beaut."

Well, far be it from me to tell the drug people that, as far as some salesmen are concerned anyhow, the bill is mightier than the pill.

Moreover, being a firm believer in the finer things in life, I somehow still cling to the belief that man must be motivated by nobler incentives than The Old Green.

But, according to many people who have made a hobby of collecting it in six and seven figures, there's nothing quite like plain, old-fashioned money to stimulate man to great triumphs.

Now, I'm not here advocating a disk-jockey-type "payola" system.

But it is amazing, I am told, what sales results can be achieved by The Old Green when applied to distributor salesmen.

It can be argued, I suppose, that this is a form of "payola." Well, so is a salary, a stock option and a day's wages. So long as they are open and not deceptive, "payolas," "spiffs" or The Old Green should have no stigma attached to them.

Ever since the caveman started trading clam shells, this has been a sure-fire way to stir humanity—including distributor salesmen—to epic acts beyond the call of duty.

History is full of such acts. Remember the Lindbergh "payola"? I am referring, of course, to the indisputable fact that up until 1927 no one had flown the Atlantic nonstop by plane from New York to Paris until a \$25,000 reward was offered. Then, with the ink scarcely dry on the announcement of the reward, up jumped someone named Charles A. Lindbergh and swiftly turned the trick.

They'll never make the history books, but untold numbers of unsung heroes of the appliance industry, in their own commercial way, have also accomplished herculean feats under the stimulus of The Old Green. No newspaper headlines greeted the distributor salesmen who performed these deeds, but they received the one kind of professional satisfaction they most cherished—the kind that comes in green, paper form.

What I am driving at in a round-about-through-left-field way is that manufacturers, in their elaborate selling plans to distributors, should remember that although The Old Green is the most primitive, uninspired form of promotion, it can sometimes be the most productive.

While I'm handing out free advice, I might as well tell the pill-makers that for the pharmaceutical to beat the fiscal as a stimulant for distributor salesmen, they'll have to learn how to synthesize that secret ingredient—money.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments on the industry will appear here each month.

NOW—SELL QUALITY... MORE DISPOSER PROFITS

WITH NATIONAL DISPOSER'S NEW

Citation

POWER SERIES MODEL 744-P

- New Triple Sound Barrier Acusti-Shell for whisper quiet operation!
- New Styling—fresh, clean, modern!
- New Power—½ H.P. Capacitor motor for more efficient performance than ever!
- Power Surge Reversing—the most effective means of clearing a jam!
- New Lok-Top Cover Control—one-piece cover rotates to "grind" (safer—unit operates only with cover locked in "grind"), to "seal" (new positive cam-locking action for leak-proof seal), and "drain" for open drain sink use!

New, new "Lazy Susan"

- The handiest "extra" ever devised—holds bottles, brushes, cleaning materials, sponges, etc. Keeps under-sink area clean and clutter-free!

Other National Models

- New Supreme Model—twin of the Citation in a continuous feed model!
- New Custom—Cover control model.
- New Super—Power Surge Reverse continuous feed model.
- New Sprite—continuous feed model.

THERE'S A NEW NATIONAL FOOD WASTE DISPOSER FOR EVERY HOME, EVERY KITCHEN

NATIONAL Instant-HOT WATER DISPENSER

Let's you "toss away the teakettle"... Pressure-free hot water (190°-200°F.) at a touch—so handy for preparing instant foods and for all the little chores that require "hotter-than-tap" water.

ANOTHER PROFIT BUILDER FROM NATIONAL

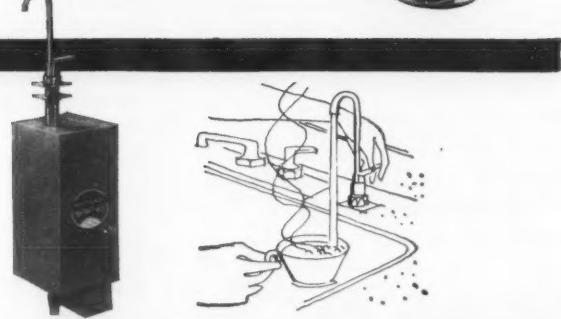
For detailed information about the NEW National Disposers and Instant-Hot write....

DEPT. 563



**NATIONAL
DISPOSER**

PRODUCTS OF PLUMBING EQUIPMENT DIVISION • NATIONAL RUBBER MACHINERY CO. • 920 LAFAYETTE RD. • MEDINA, OHIO



Instant-HOT

The only full line of dishwashers!

Now you can
sell all 3!



YOUNGSTOWN KITCHENS DISHWASHERS

NEW 21" PORTABLE

- new glide-a-way portable—stores easily, tucks under any counter
- fits flush against sink and storage space wall
- holds big-family service for 9*
- porcelain-lined • vinyl-covered racks
- automatic fingertip control. No knobs on top
- has big-model stop-cycle switch • hot water booster for speed-drying, dishwarming • available in White with Monterey Beige trim.

NEW 24" DIANA

- free standing or installs under-counter
- holds service for 10* • porcelain-lined • vinyl racks. Top rack adjusts to 3 positions, revolves for thorough washing • heavy and normal settings. Washes greasy plates and pots
- no pre-rinsing • hot water booster acts as speed-dryer, dishwarmer • In White, Antique Copper, Chrome or Monterey Beige.

NEW 1960 30" JET-TOWER

- holds service for 14, up to 200 pieces* • free-standing, or under-counter-top models • drain pump-out • vinyl racks • porcelain-lined • Jet-Tower action kills germs with whirling jets of hot water • lifetime-lubricated bearings • hot water booster acts as speed-dryer, dishwarmer
- In White, Chrome, Monterey Beige, Antique Copper and Woodcham finish.

Now there's a Youngstown Kitchens Dishwasher to satisfy the space needs, capacity, and price category of any customer! From the compact new Portable to the new 1960 Jet-Tower...all three

will give top performance with a minimum of servicing. Display the complete line and watch sales grow. Why not ask the man who knows, your Youngstown Kitchens Distributor, for the full story.

HELP YOURSELF TO SALES-EXCITING PROMOTION MATERIAL ON THE BIG 3! Colorful Point-of-Sale Displays! Complete Promotion Kit!

*N. E. M. A. STANDARDS



AMERICAN-STANDARD
YOUNGSTOWN KITCHENS DIVISION

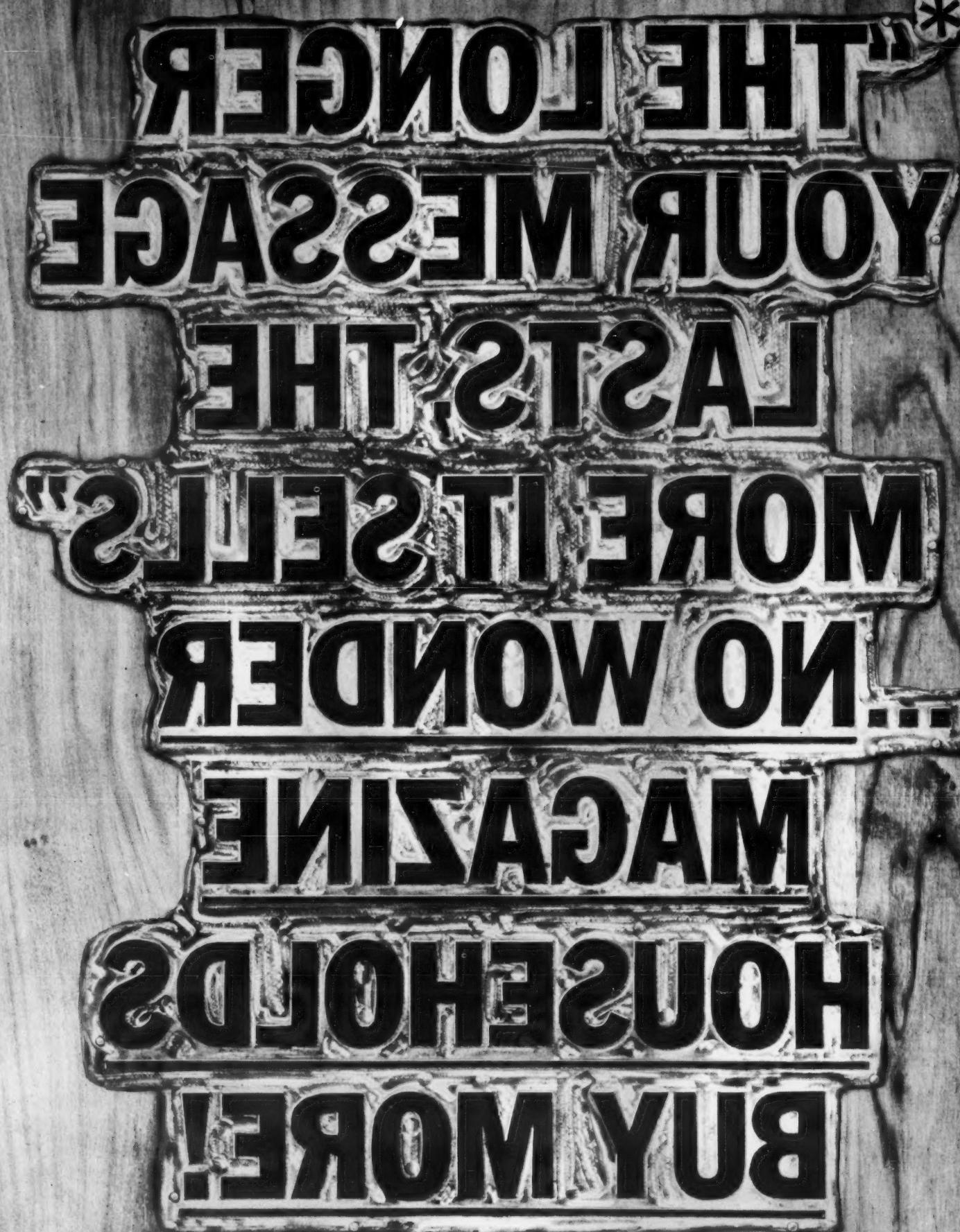
American-Standard, Youngstown Kitchens Div.
Box EM-360, Warren, Ohio

Please rush information on your complete Dishwasher line.

NAME _____

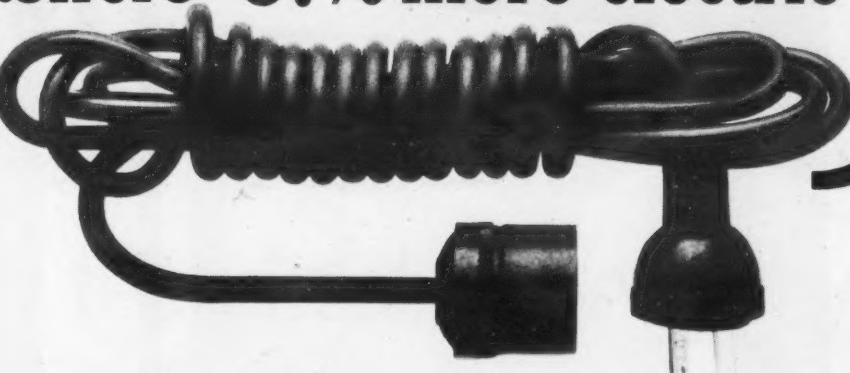
ADDRESS _____

CITY _____ STATE _____



* "THE LONGER YOUR MESSAGE LASTS, THE MORE IT SELLS..." NO WONDER MAGAZINE HOUSEHOLDS BUY MORE!

New "Study of the Magazine Market" reveals that households with heavier exposure to magazines have 18% more automatic washers-87% more electric dishwashers



The decision to buy is seldom a quick decision. It usually takes more time to think than flash media allow. Your advertisement in magazines gives prospects enough time to study your product, compare it, weigh its features. It is available anytime they want to pick up the magazine for weeks or months. It can be clipped or held for future reference.

Because your magazine advertisement works longer, it has more opportunities to make sales.

And that's not all magazines do. For they deliver your advertising to the families who have more to spend—and *do* spend more—for appliances.

How *much* more, is sharply revealed in a study just completed by the Market Research Corporation of America. The differences are impressive. For example, among households with heavier exposure to magazines, ownership of automatic washers is 16% higher than the U.S. average—18% higher than ownership among households with heavier exposure to television. Ownership of clothes dryers among heavily exposed magazine families is 31% above the U.S. average—45% above ownership among households more heavily exposed to television. In electric dishwashers, there's an advantage of 43% above the U.S. average—87% above the households with heavier exposure to television.

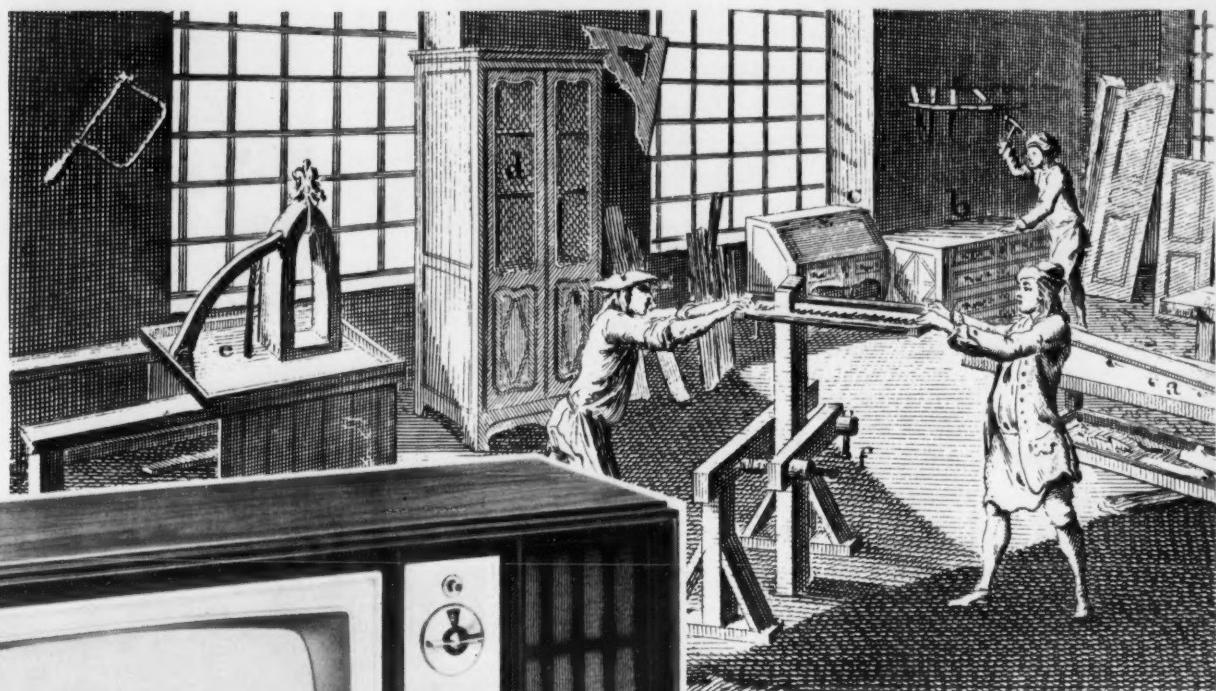
To magazines' power to deliver advertising to the heavy buyers, and their ability to give prospects time to think about the product—add the other unique magazine advertising values listed below . . . and you'll see why magazines mean a whale of a Profitable Difference to appliance advertisers.

Better see the new magazine study. Ask any magazine salesman, or write directly to MAB for a copy of the just-published report, "A Study of the Magazine Market." • The Magazine Advertising Bureau of MPA, 444 Madison Avenue, New York 22, N.Y.

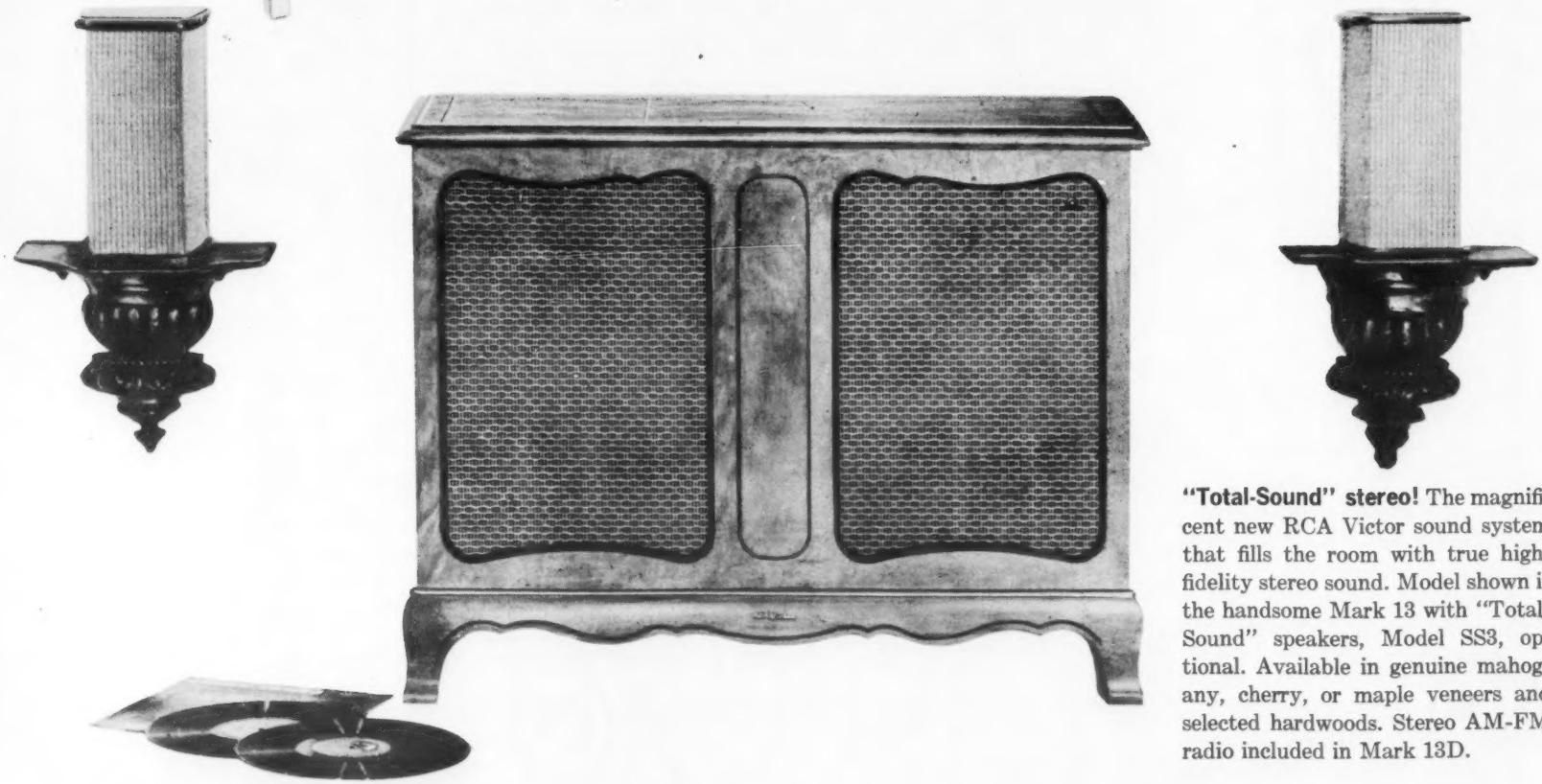
And only magazines give advertisers all these Profitable Differences:

- 1 Market Selectivity 2 Permanence 3 Color 4 Impact
- 5 Authority 6 Pace-setting Influence 7 Editorial Environment 8 Regional Flexibility 9 National Coverage

Magazines... For The Profitable Difference



The Gainsborough: The new 23" tube (overall diagonal, 282 sq. in. picture), with squared corners, in handsome lowboy styling with veneered cabinet in either Walnut or Oak, plus selected hardwoods. 25% brighter picture, greater contrast. Super Signal Guide Tuner, Stay Set Volume Control, Twin Speaker Balanced Fidelity Sound. A truly lovely masterpiece in home entertainment.



"Total-Sound" stereo! The magnificent new RCA Victor sound system that fills the room with true high-fidelity stereo sound. Model shown is the handsome Mark 13 with "Total-Sound" speakers, Model SS3, optional. Available in genuine mahogany, cherry, or maple veneers and selected hardwoods. Stereo AM-FM radio included in Mark 13D.

Specifications subject to change without notice.



Craftsmanship

of the ages combines with
modern technical superiority
...to create masterpieces

from **RCA VICTOR**

LEADERSHIP in design artistry . . . backed by the most trusted name in TV . . . means pre-sold consumer acceptance of RCA Victor TV and Stereo.

Look at the graceful cabinet designs . . . rub your hands over the smooth, polished surfaces . . . examine each piece to see the craftsmanship which means fine construction . . . you'll see why consumer acceptance is universal.

Add this quality of workmanship and materials to the technical superiority of RCA Victor TV and Stereo and you'll realize, too, why RCA Victor is the most trusted name in television, stereo and radio.

These qualities mean immediate consumer acceptance . . . continued consumer satisfaction.



RCA VICTOR


Tm&S (R)

THE MOST TRUSTED NAME IN ELECTRONICS

Today the kitchen industry is facing the facts of **mass merchandising**. After five years of head-in-the-clouds resistance, the industry is admitting that its first push at "**kitchen-for-the-masses**" led dealers down a primrose path. A more realistic approach is emerging. It may finally create a **true mass market** for cabinets and built-ins. For appliance dealers, it means that

YOU'RE GETTING A SECOND CHANCE AT KITCHENS

By JAMES J. CASSIDY

The kitchen business in 1960 is a much different business than it was in the Fifties.

There's more room in it. There are more angles. New types of dealers have evolved. The race is to the swift and it's a fast track.

That's why you as an appliance dealer should take another look at the kitchen business when planning for the Sixties. You may find it fits you better today than it did five years ago.

You won't be alone in re-examining the kitchen business. There are many types of dealers in the business today. It is no longer the exclusive province of custom specialists—as it was supposed to be in the Fifties.

The new dealers have emerged as the result of

a fundamental change in dealer attitude to the business. The key to understanding this change is simply this: Many dealers in the Fifties floundered because they were lured all the way down the primrose path to the custom specialist category.

In holding to this path they stumbled badly on the crafts involved: the designing, the subcontracting. They found that they could not run a specialty business in one department—kitchens—and revive all the specialty selling techniques of the Thirties, while they were using survival selling on the floor in other departments. Interest in kitchens faded.

New dealers emerged when they found they need not go all the way down the custom route.

They could stop short of the crafts. Rather than force their selling into the custom kitchen pattern they learned to force the kitchen sale into the selling pattern they knew best. They left the custom job for the custom specialist and concentrated on the cheaper job minimizing the remodeling, minimizing the design, minimizing the sell. Performing fewer functions, they also took shorter margins.

Other dealers now find it profitable to chase the builder and perform a function close to brokering. They gather the merchandise that fits the builder's jobs and merely deliver it to the site. There's no installation. The margins are short. The prices are tight. They purchase from the factories as builder-dealers in order to compete.

WESTINGHOUSE'S PACKAGE: The firm is marketing two L-shaped kitchens which include wood cabinets and built-ins in packages starting at \$650.



Distributors figured angles too, and another type of dealer emerged. The distributor—and often the factory—sees the dealer's sales floor as a vital area. The dealer gets traffic and can expose merchandise. If the dealer does not want to go into the kitchen business, the distributor makes a deal. "Let me use your floor and put up a small display. All you do is cultivate the customer who looks interested in the kitchen. Pick up the phone. Call me. We do all the rest: sell the job, design it, install it. For the function you perform we pay you an over ride of 10%."

Despite these new types of dealers, there is still a desperate need for more retailers in the kitchen business. That's why the industry is trying so hard to devise a merchandising formula attractive enough to appeal to you as an appliance dealer.

- A distributor in Springfield, Mass., points out that in the Fifties he had 70 dealers selling his cabinet line. In 1960 he has 30, of whom 15 are "active" and one is "hot." He points out that in the U. S., 1.1 million property owners modernized homes paying a bill of over \$1 billion. In four counties surrounding his distributorship, 58,000 homeowners took out FHA loans totaling \$34 million, "and I can't get a dealer to go back into the business."

- In Worcester, Mass., another kitchen distributor reports only two dealers in his home city. In a drive for remodeling outlets he surveyed his entire market and reports "if the dealers don't want the business I have 26 of 40 builders who are interested in remodeling work when crews are between building jobs."

- In Washington, D. C., another kitchen distributor has not been able to add a single dealer to his rolls in three years. He finds that although the same number of kitchen dealers exist, there's a sharp change in the direction of their efforts. Three years ago 75% were doing remodeling and 25% were chasing builders. Today 15% are in remodeling and 85% are chasing builders "and there is not a line of remodeling promotion in the Washington papers at the moment."

But despite the demand for their services, most appliance dealers still seek the answer to one big

question: Why should I take a second fling at kitchens? Most industry men give the same reason: built-ins.

The built-in market continues to rise and the appliance dealers' only crack at it is through some role in the kitchen business, however small. That market in units is already up to over a million built-in ranges and ovens in both electric and gas; over 2 million sinks—and even that business is going built-in as sink bowls are dropped into countertops; over a million dishwashers and disposers; and undocumented millions of wood and steel factory-built cabinets.

But there's still another good reason for dealers to take a second look at the kitchen business. That's the emergence of the packaged kitchen dealer as a vital new force in the industry. And packaged kitchens appear to be tailor-made for the appliance dealer.

Many dealers have turned their backs on the entire business because they believe that the deal they were led into in the Fifties by a long roster of nationally prominent cabinet manufacturers was the wrong business for them from the very start.

The crying shame is that there was a right business there all the time but many swept blindly by it on their pursuit of the \$3000 glamour kitchen. It now begins to look as if that right business has a chance of materializing in the Sixties.

The right business is a truly packaged kitchen market as different from the custom kitchen as packaged hi-fi is from component hi-fi for the audiophile market. A packaged sale would stop well short of the major remodeling, stop short of unfamiliar crafts, stop short of the six-call out-of-store closing.

It is right business because it fits, or can be made to fit, the type of selling that is compatible with today's appliance selling. The packages carry near-\$500 tickets. And most important, they're aimed at the 50 million older homes in the land—not the million-a-year new home market where the competition is fierce and the builder and custom specialist are rulers.

Continued on next page

EM WEEK'S KITCHEN 60

Here's what you're missing if you're not selling kitchens

Even if kitchens were unprofitable (which they're not), and even if they presented insurmountable problems (which they do not), appliance dealers would have good reason to handle kitchens anyway.

The reason is simple: The sale of built-ins revolves around the cabinet and the dealer who doesn't sell the cabinet doesn't stand much chance of selling the built-in appliance.

Last year, for example, 750,000 built-in electric ranges were sold at an estimated retail value of \$219 million. At the same time, 361,000 built-in gas ranges were sold for an additional \$71.9 million at retail. The volume on dishwashers was \$136.5 million (which represents sales of 525,000 units) and disposer volume was \$62.8 million (785,000 units).

That's a rich market—and most industry sources think that the total tab—the appliances listed above plus cabinets and sinks—is in excess of \$1.2 billion.

That's what you're missing if you're not in kitchens.

YOUNGSTOWN'S PACKAGE: The firm has packaged 78 one-wall kitchens. Low end is this 54-inch package—with white steel doors, \$259; honeywood at \$289.



YOU'RE GETTING A SECOND CHANCE AT KITCHENS CONTINUED

Package selling is not a new concept. It was being heavily promoted in the late Fifties by many national brands—notably Youngstown, G-E and American. But in most cases the package was being touted as the starter and the factory pitch more often concentrated on the stepup to the glamour job. No national brand concentrated exclusively on making the package a full-fledged category—separate and distinct from custom work.

A second chance for packages in 1960 is indicated by almost simultaneous "re-discovery" of tight group kitchens by two big national promoters: Youngstown and Westinghouse.

Youngstown will launch its package line with a low-end sink and cabinet group starting at \$259, kicked off in a national magazine. From 54-in. starter, the world's thickest loose-leaf book builds up an array of 78 pre-designed packages including 6-, 8-, 10- and 12-ft. one-wall kitchens, always with the sink and with and without built-ins. Each page contains two prices: one labeled "regular list price," the other "special package price."

Westinghouse is pushing two L-shaped wood kitchens for \$650 to \$670. Both contain drop-in sink, built-in oven and range. The "Ensemble" kitchens set up as 9-ft. with 3-ft. 9-in. L-return or shift to 7-ft. with 5-ft. 9-in. L-return.

Both of these approaches to package kitchens are built around intense application of mass marketing techniques. Previously it has been difficult to mass produce kitchens because the business required such a great variety of cabinet size. Flexibility was the old rule. Today it's swinging back to simplification and shortening of sizes.

At Youngstown, for instance, marketing vice president Harry Howell sketched his line as five modules. Under the five he listed the vast number of sizes now made or stocked by Youngstown. With a pencil he slashed out the number of cabinets which could ultimately be cut leaving a trim six-size line perhaps, for mass production necessary to bring prices down to new lows.

"We mean this package business this time," Howell told us. "We had it all staked out just like this back in the 40's. Then we got swept down that primrose path too. We're back now and we're going to make this package business work."

Westinghouse "means" the package business too. Says Will Kline Jr., manager of the kitchen

department: "Cabinets are now a full fledged department with us . . . With the 'Ensembles' and a \$650 ticket the dealer can get to an untapped portion of the market. Neither involve elaborate remodeling. He can stay well short of the crafts. A good do-it-yourselfer can install these or a carpenter. But you still have to get an electrician and a plumber. There's no complete short cut. You've got to face some of the problems of this business or you won't make it . . ."

Despite this new approach, a package kitchen still isn't quite like the other packaged merchandise you sell. No kitchen has yet been packaged so that it is precisely as tidy a package as is a refrigerator or a \$300 stereo. The package kitchen is still a group of items which must be assembled, must be hung, old cabinets must be pulled, and the package must fit a kitchen which has specific size and has specific locations for windows, doors, plumbing and electrical connections.

What really differentiates the package kitchen from the custom job is the selling approach. The package dealer is trying to sell a modest assembly which will closely fit the existing space short of major remodeling. The package dealer is trying to hold the limits of the job down to the level he can handle. As a package dealer he is competing for that customer against a custom dealer who is trying to sell the customer to a more elaborate package perhaps involving remodeling which he can handle while the package dealer cannot.

Are there package dealers now? Yes, plenty of them. In New York, for instance, one of the world's largest department stores does a big kitchen volume with a sales force that never leaves the sales floor. (They can't; the salesman's union won't allow it.) Customers bring plans; designs are made; jobs are closed; the installer checks the measurements and the fit.

In Philadelphia, Baltimore and many older cities, the streets are lined with miles of row houses—identical houses side by side for blocks and blocks. Package dealers (department stores, appliance stores and many other types of dealers) thrive on these, selling the same package again and again. In a tremendous number of these lower income neighborhoods a \$600 package remodeling is just as fabulous as the \$3000 job

in the suburban home. Installation is most often do-it-yourself, or done by the local handy man whom the customer knows and contacts himself, or by the installer to whom the dealer refers the customer. In package deals like these, remodeling is kept to an absolute minimum since the dealer must work against a budget price. Package dealers in these cities fall into two categories depending on whether they lean to the appliances or to the cabinets. One gives away the cabinets at the lowest possible cost to make his margin on the appliances. The other works just the opposite.

A dealer in Levittown, N. Y., sells two packages only. Either one fits each of 10,000 homes he has to work on.

Sears is in both the custom and the package business.

A key kitchen dealer in Worcester, Mass., has a crew of kitchen salesmen. He finds that the men gravitate to either custom or package jobs and won't sell both. He's strong on measuring, however. He won't sell a job until it has been measured out by the salesman, no matter how accurate the customer thinks his own measurements are. "Customers can live in a kitchen for 25 years and not remember where the radiator is. A sink that doesn't fit has to be trucked out, trucked back and sold as a used item."

A California dealer has developed eight packages to fit any of 10,000 homes in his marketing area, all 10 to 15 years old and ripe for remodeling.

The new package push is being watched by other competing manufacturers. Youngstown and Westinghouse are singled out here only because they are telling the package story currently, nationally and heavily. Many less than national, inexpensive wood lines are also on the package point. So often are distributors of white goods whose major brands do not make cabinets. Distributors assemble and promote their own packaged jobs to keep built-ins rolling to both dealers and builders at promotional prices.

And it's a sure bet that everyone in the kitchen business—whether he has a packaged unit or not—is watching the experimenting that is going on right now. Certainly not least among those interested in the outcome is the appliance dealer who may find in the new approach his long looked for opportunity in kitchens.

WOOD VS. STEEL:

IT'S NOT THE BATTLE IT ONCE WAS

The old wood vs. steel battle of the Fifties is no longer the fierce vendetta it once was. The "warmth of wood" and its price have enabled it to outsell steel by about 9 to 1.

Even the most intensely competitive surviving steel brands have adopted some form of wood look. **Youngstown's** new line, for instance, has seven doors for steel cases: three wood, two plastic and two steel. **Westinghouse** has both an all-wood and an all-steel cabinet line. **General Electric's** all-steel line bows to wood in one style using wood-tone vinyl. Geneva, St. Charles and six others have wood door units in their lines; some 40 more show plastic.

In numbers of brands available on the market, wood outnumbers steel over 30 to 1 when factory-made brands are counted. The dominance of wood is even greater when carpenter made installations are included.

Whether it was the warmth, or price or flexibility of wood that did it, the steel cabinet makers suffered their mortality in the late Fifties. Such prominent brands as **American Kitchens**, **Capitol**, **Tracey**, **Lyon**, **Crosley**, **Murray** all vanished from the market. **Whirlpool** came in and went out again.

Geneva and **St. Charles**, both high-end lines, compete for the high income specialty jobs. Both are diversifying heavily into institutional jobs in schools and hospitals.

Several steel brands have had to set up factory distribution where they'd previously had distributors in order to keep percent of market. Several have a number of their own dealerships too.

The impact of wood is so strong that most devoted steel-only distributors have long since capitulated and stock one and two wood lines.

"Stock" here is the important word since there are so many local (within 25, within 50 and within 300 mile) wood factory-made brands available that about any dealer in a market can have an exclusive. There are said to be over 300 cabinet factories in the state of Pennsylvania alone. However, much wood installation must still be delayed by distance shipping and distributors who stock deep inventories can compete and still earn a markup for themselves.

The top wood lines compete heavily for the institutional business too. **Mutschler Bros.** has 25 school distributors and credits the school trade with 40% of its business. At a recent national School Show in Atlantic City, wood brands outnumbered steel 7 to 2.

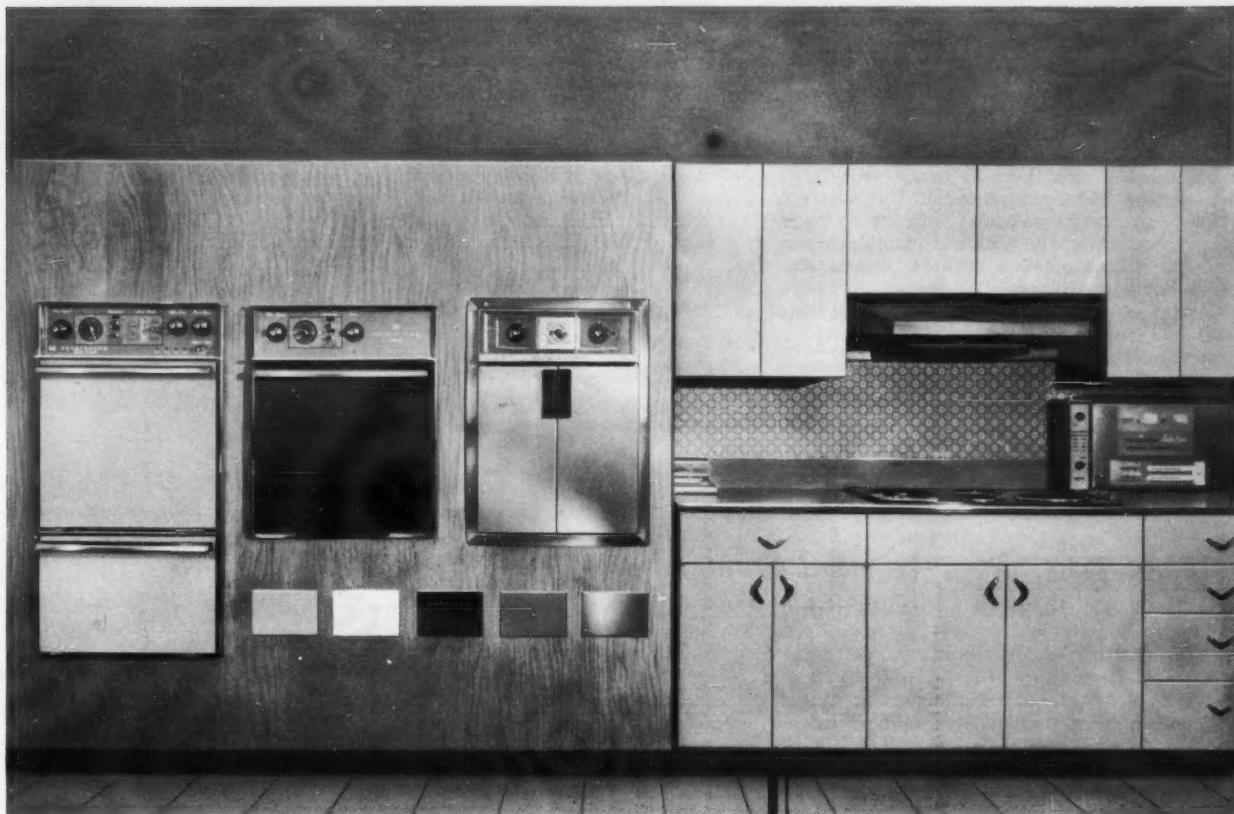
What's the outlook for the future of wood vs. steel? Steel people feel sure steel will come back: "**It all goes in cycles.**" Wood people answer: "**I'd say that too, if I were a steel man.**"

KELLY A. McKEEHAN SAYS:

"TAKE IT FROM ME..."

*Appliance dealers can sell
Frigidaire Wall Ovens!"*

KELLY A. McKEEHAN
CASCADE APPLIANCES
Corvallis, Oregon



"We've been major appliance dealers for years... grown up with the business, you might say. So, naturally, we've seen a lot of changes in appliances, as well as in buying habits and selling practices. And, old as we are, we are still young enough to welcome the challenges offered by change. But, are Built-Ins really a challenge or are they just another sales opportunity? To us, an appliance is an appliance, no matter how it is installed! We didn't become refrigeration engineers to sell refrigerators! We didn't become plumbers to sell dishwashers! And, we don't have to be builders to sell Built-Ins."

"Take Frigidaire Wall Ovens, for example! Our selling approach to Wall Ovens is exactly the same as for any other Frigidaire Appliance: Quality, Features, Style and Performance! Because they are built on a 24" module, we can install them in minutes (often quicker than a washer) in nearly any standard-width wood or steel cabinet or wall section... for builders, contractors, or home-owners! Does our approach make sense? It must! Built-Ins now account for a sizable percentage of our volume--and Free-Standing sales are up, too!"

Kelly A. McKeahan

Kelly A. McKeahan
Cascade Appliances
Corvallis, Oregon

WHETHER YOU SELL BUILT-INS
or complete kitchens, you'll find more to sell in the new "Holiday from Apron Strings" Frigidaire Wall Ovens including Drop-Leaf Doors or French-Doors for easy close-up cleaning... spacious Double and Single Oven models... automatic Cook-Master Controls, Radiantube Bake and Broil Units, Signal Lights, Radiant-Wall Spatter-Free Broiler Grill, and optional Automatic Rotisserie. See for yourself! Call your Frigidaire District Office, or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

Advanced Appliances designed with you in mind

One Problem With Three Solutions**HOW TO HANDLE****1****HIS DESIGNER Handles Installations for Danbury, Conn., dealer Harold Zucca**

Zucca turns all his kitchen headaches over to Bette Sanford, designer-contractor.

"With retail selling the way it is," says Zucca, "a dealer must be on the floor selling all the time to keep volume up. The only way we can stay in kitchens, especially the remodeling business, is to have someone take over the job completely."

Zucca once installed his own kitchens. He's been in the business since 1947. At that time he handled his kitchen labor with the two servicemen on his payroll. He used them to hang cabinets, do the plumbing and electrical work. This was possible because Danbury's codes required no licensing for these crafts. The only outside sub-contractor Zucca needed was a structural man when excessive changes were called for.

"Central service changed all this," Zucca maintains. "We couldn't keep servicemen busy, so we no longer had installers on the payroll."

In cutting his payroll Zucca lopped over \$10,000 off his overhead, to say nothing of material wastes and fringe headaches. Today, he esti-

mates, it would cost him \$15,000 a year to run his own kitchen business.

Instead his designer-contractor arrangement accomplishes these things: 1) stops the "walks" on kitchen prospects; 2) lets him sell the appliance for kitchen sales; 3) provides his customers with a complete range of kitchen selections; 4) assures quick job completion and satisfaction; and 5) allows him to capitalize on packaged kitchen sales.

Now Zucca lets Bette Sanford take full responsibility. She designs kitchens which may range from \$1500 to \$12,000, with average jobs closer to \$3000. She offers a complete range of metal and wood cabinets, plus custom cabinet work.

Miss Sanford's carpenter acts as job foreman, and she does work with some 10 electricians and 10 plumbers, depending on the job site in Westchester county, N. Y., and Fairfield county, Conn.

As designer she will survey and rough up a plan, do a scale drawing and floor plan, conduct prospect interviews, then draw elevations and

provide estimates. Early in this scheduling she insists that each craft look at the job. For convenience she schedules this on one day, allotting about half an hour for each contractor. Once a contractor submits his price, Miss Sanford will not argue with it. But the sub-contractor must stand by his own estimate.

Zucca's only worry is appliances. He has nothing to do with labor; nothing to do with scheduling the crafts on the job. That's done for him by his designer-contractor. He gives her every kitchen lead, lets her offer her skills to the customer, lets her profit from cabinets and contracting services.

"But I'm guaranteed expert kitchen jobs for any of my customers who want them," says Zucca. "Besides, I sell all the appliances for those jobs."

Zucca's still free to sell partial and packaged kitchens under the arrangement. If a customer wants cabinets, a dishwasher and sink, or any form of modular unit, Zucca can sell them without disturbing his setup.

2**A CARPENTER Serves as General Contractor for Herman Restle in New Hyde Park, Long Island**

Restle has no craftsmen on his payroll. Instead he uses a carpenter as general contractor and works sub-contractors under him.

Restle's kitchens range from \$1000 to \$5000 and above. Average sales run to about \$2000. His metal cabinets are by General-Electric; his wood by Whitehall.

Restle tried hiring his own men. He got badly burned.

That was the way he started in kitchens early in 1958. He has one carpenter, two helpers and a plasterer on his payroll to start. He farmed out his electrical work and his plumbing.

By the end of that year he found it too expensive to carry his own labor payroll. He dropped it. With it went better than \$20,000 in overhead, including insurance cutbacks and incidental expenses.

Today Restle uses a carpenter as general contractor.

"If you assume full contracting responsibility,"

says Restle, "it can cost you money. You need insurance and compensation coverage. If you miscalculate a job, you lose. The other way the onus is on the contractor. He must be covered for accident and damages. If he doesn't figure his job correctly, the loss falls on him."

Today a carpenter would cost him from \$6000 to \$7000 a year, Restle estimates. One helper would run about \$4000, and he might need two. Licenses in Nassau run about \$300 to \$400 a year.

"Except for your installation crew," says Restle, "you don't have enough work to keep an electrician, plumber or mason busy on a steady basis. So you're better off farming out all labor."

Restle believes as he does because electricians can finish most jobs in a day. A plumber may take half a day. Carpenters are on the job up to 90% of the time.

Restle has worked out an excellent labor pool. A plasterer works under the general contractor who has lined up an electrician who operates two trucks; a plumber has six trucks and as many men.

"If you've got good contractors and installers," says Restle, "kitchens are a cinch."

Restle uses his labor pool wisely. He knows you must get sub-contractors to work to your schedule. He also knows you can't make unreasonable demands on their time.

So Restle and his one salesman have bracketed pricing by studying past bills and by analyzing average labor rates. When they make a survey they take down measurements and alteration details. However, only on complex jobs will they ask a sub-contractor to make an on-the-job survey. This way they get exact pricing on ticklish jobs, yet they don't antagonize contractors with unnecessary surveys on routine jobs.

Preserving balance in seemingly delicate areas is precisely what Restle has set out to do. He calls for contractor surveys only about 20% of the time. Yet he and his salesman are skilled enough not to underprice the rest of the time. Thus far he's managed to keep from getting clobbered by losses and retain sub-contractor loyalty.

3**SUB-CONTRACTORS Help His Own Men solve problems for Bronxville, N. Y., dealer Harry Hoblin**

Hoblin's carpenter and helper are regular employees, drawing salaries the year around and participating in vacation, insurance and sick benefits. The designer is a part-time employee (whom Hoblin would like to convert into a full-time man).

But for electrical work, structural changes, plumbing, plastering and tile work, Hoblin relies on sub-contractors.

Thus he has the skills available to tackle any of the kitchens he sells.

Hoblin hires carpenters because it's cheaper.

"With labor you have to be careful of unproductive time," says George Rimm, who manages Hoblin's kitchen department. "We've analyzed kitchen labor during our 14 years in the business and find our approach practical."

This is how the Hoblin firm's analysis shapes up. Take a simple kitchen, costing about \$1000. Labor might come to \$200. Installation time might consume only a few days. You might not need an electrician; certainly not structural men, plasterers, probably not tile and floor men. You might

need a plumber. But a carpenter would do the lion's share of the work, roughing, installing cabinets, wrapping up the job.

Next, move up the price scale. As the kitchen becomes more complex, so do the skills. Take a \$5171 kitchen, installed. A round \$760 would go for appliances. Another \$2944 would go for cabinets, countertops, vents, soffits, etc. Labor on the job would be \$1475. Of this, allow \$195 for plumbing, another \$195 for electrical work, and still another \$625 for structural work. There's still \$460 to be charged to carpentry.

Hoblin's wants installers full time; other crafts for fill-in. Allow a week to 10 days for the average kitchen. A plumber might need one to two days; electrician, two to three days; structural men, about the same as the electrician, depending on the complexity of the structural changes; tile and floor men, one to two days. How long for the carpenter? Close to half total time, in hours. But he must be on the job 90% of the time. He opens the job, does the roughing, sticks around

to work with the other craftsmen, installs the cabinets, and puts on the finishing touches.

"With plumbers, electricians and others," says Rimm, "they'd finish in a few days. If they were on our payroll, what would we do with them the rest of the time? Carpenters are different. We need them through the whole job. And we need them for callbacks."

Without such selective hiring, Hoblin's would be faced with scales of \$135 per week for electricians, \$150 for plumbers, and up to \$200 for plasterers and structural men.

Hoblin's wants split-second control over labor. Rimm issues a specification sheet on each job. This spells out exactly what each craft will do and in what sequence. Hoblin's tries to start each kitchen job on a Monday. And, after proper allowance for building permits to clear, Rimm notifies each sub-contractor when he's expected to appear on the job. Early Monday mornings he and his carpenters launch each project. In successive stages, each craft is ready.

KITCHEN LABOR

By JOHN A. RICHARDS



KITCHEN HEADACHES encountered by Harold Zucca are turned over to designer Bette Sanford who also supervises installation.



EVEN THOUGH his carpenter acts as general contractor, dealer H. J. Restle uses individual craftsmen to avoid job delays.

THE CARPENTER (front row center) is their man but Harry Hoblin and George Rimm use sub-contractors (back row) for other work.



These Dealers Have a Lot in Common

- All take pride in their showrooms. Restle's is 20 by 45 feet; Hoblin's is 14 by 75 feet; Zucca's is a balcony 15 by 20 feet. All have multiple kitchen displays. Hoblin's has two metal, two wood; Restle's, two wood, one metal; Zucca's, two metal, with Bette Sanford's "dream" wood kitchen an open showroom.
- Satisfied customers sell their kitchens. They provide 80 to 90% of all leads.
- Payment is standardized. They ask one-third down, one-third on delivery, one-third on completion. Only Restle takes 10% down, balance on completion.
- Wood kitchens dominate sales. "We've installed 400 kitchens," says Harry Hoblin, "and at least 360 of them were wood." "About two in 10 kitchens are steel," claims Herman Restle. "Wood is by far the most popular," says Bette Sanford.
- Design and planning surveys are paramount. All make rough layouts, preliminary sketches and drawings. All are faced with the problem of qualifying leads. "It costs us about \$100 to make our first estimate," says Hoblin's Rimm. "We are constantly weeding out the shoppers and braggarts," says Restle. Zucca takes care of small jobs and packaged sales himself, refers only solid prospects to designer Bette Sanford. None of the three relinquish finished drawings until contract is signed; neither do they charge for surveys or drawings.
- Quality selling and installing enhance their kitchen reputations. "You demonstrate thoroughly, tell the truth about deliveries and installation time, give top workmanship, and don't let competition set your price," says Hoblin. "That's what makes your kitchen business. When you get right down to it, this means honesty." Restle says, "We sell good merchandise and do dependable work. People get to know it and tell others." Zucca's is a one-two approach. He's strong on selling. His designer supplies the kitchen planning and takes care of contracting.
- All pricing is realistic. Restle and Bette Sanford add nominal overhead charges on top of contract estimates. Hoblin's does not try to make anything on labor. Cabinets provide the best margins for all three. Appliances follow cost plus 15 to 25% area patterns (except for Hoblin's, which follows a one-price, take-it-or-leave-it policy).

New General Electric built-ins—the ranges with all



New! Cooktop with Sensi-Temp automatic unit

This new built-in makes top-of-the-range cooking completely automatic. Temperature is simply dialed, and the automatic Sensi-Temp* Unit maintains the perfect cooking heat.

Pushbutton panel with dial for automatic unit and other cooktop controls can be placed in back or side wall. Roomy 21-inch Custom oven has automatic timer and minute timer, charcoal-

type broiler, automatic rotisserie and meat thermometer, flood-light, two shelves and removable door.

General Electric Built-In Ranges offer so many other wanted features. There are single and double ovens, 2 and 4-unit cooktops, a wide range of Mix-or-Match colors and a choice of three types of pushbutton controls. Figure General Electric Built-In Ranges into your plans for 1960!

For specifications and installation information on all General Electric Built-In Ranges, contact your local distributor, or write Range Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

*Trademark of General Electric Company.

The Golden Value Line of the 60's

the most-wanted features!

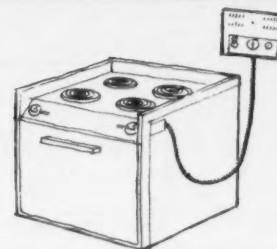


Popular Mark 27 one piece built-in

Practical glamour . . . that's the Mark 27. Compact, smartly designed, this one-piece built-in installs easily in so many settings.

Features? Big capacity oven with removable oven door, automatic oven timer, minute timer, focused heat broiler, high-speed units with pushbutton controls—high-quality features that make the General Electric Mark 27 a *wanted* range.

SLIDES INTO PLACE,
SAVES SPACE,
TIME AND LABOR



Only one unit to install, one control to connect . . . needs space only 27" wide x 24" deep. Smart between cabinets or in island or wall installations. Leaves room for extra appliance or cabinet. Control mounts wherever convenient.

Hefty savings, too with the Mark 27. It takes one connection, needs no oven cabinet nor cooktop base cabinet. And you save on costly countertop covering.

GENERAL  ELECTRIC

In Chicago, readers of the Chicago Tribune buy most of the freezers sold!



Nine out of ten food freezers sold in the Chicago market are bought by families in the middle and upper income brackets.

These are your best prospects—and 74% of them read the Sunday Tribune; 53% read the Daily Tribune. No other Chicago newspaper delivers such concentrated coverage of the families who buy the most appliances.

The Tribune helps you sell the most to the people who buy the most. Tribune readers own 79% of all food freezers in this market; 71% of the refrigerators; 80% of the clothes dryers.

Because Tribune creates more traffic and closes more sales than any other medium in the Chicago market, appliance manufacturers and distributors use bigger campaigns and larger ads in the Tribune—like Motorola's 16-page color ad and Hotpoint's 1959 schedule of 40 exclusive ads.

No matter how many advertising dollars you spend in Chicago during 1960, you'll find that it pays to advertise where buying power is greatest—in the Chicago Tribune. Why not get the full story? Contact a Chicago Tribune representative.

*More readers...More advertising...More results—
The Tribune gets 'em in Chicago!*



HE HAS 100 DISPLAY KITCHENS

...and only four of them are in the Home Improvement Co.'s store in Great Falls, Mont. The others, like this one, are in **the homes of satisfied customers** of dealer Walter Larson.

"We started out on this plan as soon as we had installed our first kitchen, on the theory that one good job will sell another," says Larson, "and we have been expanding the process ever since."

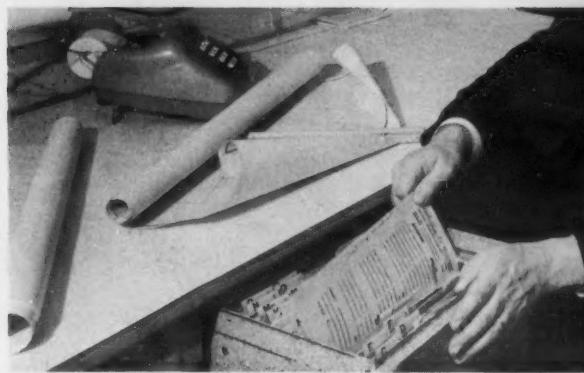
Larson and his partner Gene Otto go much farther than usual in documenting every installation, complete with photographs, all specifications, cost, square footage involved, the brands of appliances, cabinets and equipment installed, etc. These files are carefully maintained for two good reasons. One of them, of course, is quick, handy information for making repairs, adjustments or changes in the future. More important, however, is the fact that Home Improvement Company maintains such cordial relationships with its customers that almost any kitchen is always available as a "clincher" in selling new prospects.

100 kitchens for 100 situations. The 100 best kitchens have been carefully categorized into a wide range of sizes, prices and areas. Thus, almost any prospect who responds to regularly scheduled newspaper advertising, TV promotion or word of mouth, can be "matched" from the file. "All we have to know is about what the customer expects to spend, the rough dimensions of the kitchen involved and the area," Larson said. "We can usually come up with the records on a kitchen which fits the situation closely, pick up the telephone, make an appointment with the housewife and do a large part of the selling with the past customer pitching in to help," he went on to explain.

Showroom kitchens are usually a bit too glamorous, too "perfect" for the usual prospect to visualize a similar installation in her own home. The ideal solution, as the partners expected, has been to let prospects "see the kitchen at work" in an actual home, where her enthusiasm will be multiplied by "a more practical atmosphere."

"We always tell home owners who are letting us use their kitchens as a demonstration point, not to go to extra pains to clean up," Larson said, "since, as we have proven time and time again, a kitchen which is slightly littered with dishes ready to wash, food ingredients on the counters, etc., makes more sense to a prospect than an immaculate, scrubbed and polished display kitchen."

A second selling tool for the Great Falls company is a thick loose-leaf notebook, which is a responsibility of Mrs. Walter Larson, who is an accomplished artist and has a fine reputation for interior decorating and modern art in Great Falls. Starting from "scratch" Mrs. Larson has clipped color photographs of all basic cabinets offered in the four kitchen lines, pasted them on a sheet of artboard in the loose-leaf notebook, and added all of the harmonizing or contrasting elements which are best suited for the color and finish of the basic cabinet. This includes samples of floor tile, formica counter top materials, suggested paint samples, drapery fabrics, wallpaper samples, color cuts of lighting fixtures, curtains, window design, chrome fixtures and even small



DISPLAYS AT HIS FINGER TIPS are the result of the complete files Larson maintains on each installation. He can always find a completed job which parallels the sale he is currently trying to close.



SECOND KEY TOOL in Home Improvement's kitchen merchandising is a loose-leaf "idea" notebook compiled by Mrs. Larson, right.

whatnots to pick up color accents. When a housewife comes in to make the initial contact toward a kitchen remodeling job, she invariably finds Mrs. Larson's thick notebook a fascinating short cut to choice. A lot of kitchens have been sold "right out of the notebook," as color choices are made, and the final selection narrowed down by photographs, sketches and personal suggestion. With the notebook, prospects can see what combinations will look like. They don't have to depend on catalog descriptions. And they can get the feeling of building their kitchens themselves—right down to the smallest detail and accessory.

To satisfy housewives who want "something different" in kitchen design, Home Improvement Company has found it wise to maintain a shop at the rear of the store where custom-made cabinets, counters and fixtures to fit difficult space situations can be produced. Naturally, in sketching a design, and submitting it to the home owner, every effort is made to use standard, ready-manufactured cabinets, counters, tables, canopies, hoods, sink tops and the like—since these are consistently most profitable, fit neatly into the individual plan, etc. In about 30% of cases, however, some "custom-production" is necessary. The fact that the shop can handle each such problem in stride has had a lot to do with landing contracts in cities as far as 75 miles away, and with elevating the price of the kitchen substantially.

The advertiser, bless him! (and we have) Our friend the advertiser is your friend the manufacturer. An important guy...with a big job to do...getting through to you. And EM Week made the job more do-able. How? With ideal every-Monday frequency...largely eliminated production expense and delay...an enticing rate structure...a better looking presentation...and a matchless audience (*more dealers buy and read EM Week than any other appliance publication*). Canny advertisers know that for product and promotion news **every Monday the Pros read**

**ELECTRICAL
MERCHANDISING WEEK**



Biggest paid dealer audience

Ideal every-Monday frequency—new fast closing

Low base rate • Lower bulk rate • Special continuity and impact discounts

Engraving expense, delay largely eliminated

Finest product presentation • Low-cost full-color

Budget-stretching merchandising options



Traditional

an exciting cabinet surface that settles the old argument once and for all. *Traditional* is the homebuilder's answer to any kitchen finish preference.

Traditional

a vinyl of beautiful grain, inseparably bonded to steel door and drawer fronts with a patented lifetime adhesive. *Traditional* adds character, warmth, and natural grain to all the advantages of all-steel kitchens. Interiors in blendable tones.

Decorative Durable Desirable

Traditional radiates the warmth and beauty of rich grain finishes, so popular in today's homes. Open designed kitchens with the appearance of fine furniture blend dining and living areas into centers of gracious living. The neutral tones harmonize with popular decorator colors.

Traditional is durable. Withstands abrasions and impact, will not chip, peel, craze, or crack. Resists weather, moisture, fire, heat, and cold. Non-porous, wipes clean with a damp cloth. *Traditional* combines all the advantages of steel with the lasting qualities of vinyl.

Traditional is homebuilder, homebuyer desirable. Women prefer the stay-new, easy-to-clean advantages of steel kitchens. Homebuilders prefer Republic Steel Kitchens because they are easy to install. Factory-built cabinets are dimensionally accurate. Go in easy, go in fast, fit!

CUSTOM KITCHENS... for custom builders!

With Republic's big line, it's easy to design and install custom kitchens in imaginative variety, using economical standard units from distributor stocks. In apartment or multiple house developments, you can vary the kitchen without altering floor area.

Get the facts first hand. Call your Republic Steel Kitchens distributor. Or, send coupon for information and color sample.

INTRODUCING REPUBLIC STEEL KITCHENS

Traditional Finish



Traditional

an exciting cabinet surface that settles the old argument once and for all. *Traditional* is the homebuilder's answer to any kitchen finish preference.

Traditional

a vinyl of beautiful grain, inseparably bonded to steel door and drawer fronts with a patented lifetime adhesive. *Traditional* adds character, warmth, and natural grain to all the advantages of all-steel kitchens. Interiors in blendable tones.

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Get the facts first hand. Call your Republic Steel Kitchens distributor. Or, send coupon for information and color sample.



REPUBLIC STEEL KITCHENS
DEPT. C-8850-A
1048 BELDEN AVENUE • CANTON 5, OHIO

Tell me more about Republic Steel Kitchens and send a color sample of the new Traditional Finish.

Name. _____ Title. _____

Firm. _____

Address. _____

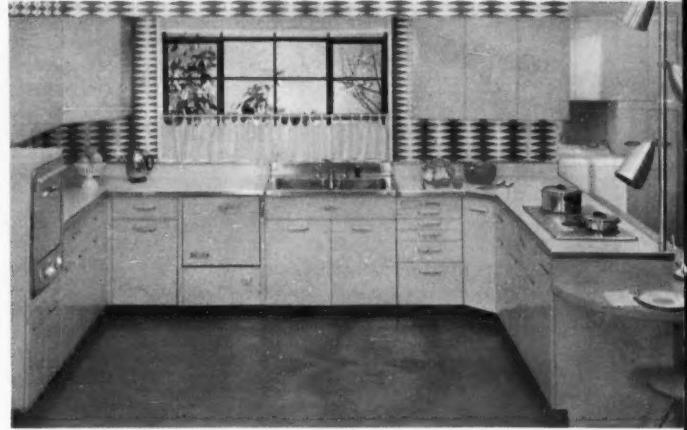
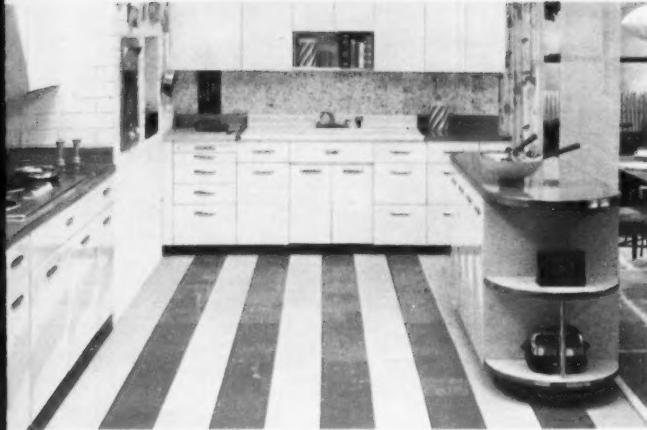
City. _____ Zone. _____ State. _____

**Stay new kitchens
in clean
crisp colors**

Republic Steel Kitchens are *stay-new* designed and built to keep their just-installed freshness for many and many a year.

They are easy-to-keep-clean kitchens—one big feature women universally like about steel—one feature women want most.

No wonder they stay new and fresh! Republic's woman-inspired designers engineered dirt and damage right out of Republic Steel Kitchens. No sharp damage-inviting corners or edges. Instead, all contours gently rounded. No place for dirt to lodge.



REPUBLIC STEEL
Kitchens

YELLOW • TURQUOISE • PINK • WHITE

REPUBLIC STEEL • BERGER DIVISION • CANTON 5, OHIO

Amazing Permanent Finish baked enamel—in colors at no extra cost. Sponges clean in seconds. And, non-porous steel simply won't absorb food odors or harbor vermin. No shelf paper or thumb tacks to clean and replace. Easy-to-clean steel makes *stay-new* kitchens. And, that's what the ladies want.

**EM WEEK'S
KITCHEN
FOLIO '60**

AN AD SERVICE DESIGNED FOR YOU

Use these mats to build **your own ads** featuring **your own merchandise, your own prices and your own sales message.** They're clever, effective and professionally done—and best of all, they're available **free** of charge as **an exclusive EM WEEK service.**

These distinctive ad mats are designed for dealers . . . who want to individualize their advertising . . . who want unique ads at minimum cost . . . who want top-notch illustrations in the advertising they design for themselves.

In short, these mats are designed for and will work for any retailer who does print advertising of any kind—newspaper or direct mail.

The kitchen ads on these pages are only the first in a series of mats which will be made available to you through EM WEEK. Next month, for example, there will be a series of ad elements for use with electric housewares. And in succeeding months there will be mats designed especially to help you build your own ads on other merchandise—radio, TV and major appliances.

This new ad service is not designed to replace complete ad mats supplied by manufacturers. On the contrary, it is designed to make such manufacturer-supplied mats more effective by giving the retailer the additional elements he needs to create his own advertising. Many dealers like to personalize their advertising beyond what is possible with a factory mat. By making use of EM WEEK's new service, these retailers can design their own ads and drop in product mats supplied by the manufacturer. This gives you additional flexibility in creating ads to fit any space and any situation.

This EM WEEK service is unique in the appliance-radio-TV field. It's been designed as a reader service by ad experts and the mats are being supplied at no charge through U. S. Steel as an extension of that firm's promotional efforts in the field of consumer durables. The mats should be ordered through EM WEEK, making use of the coupon on page 43.

HOW TO USE THIS NEW SERVICE

Choose your weapons. The ad elements on the following pages are available in mat form. If you use offset printing—or if your local media use offset—you can use the illustrations on these pages as reproduction proofs without ordering mats. Most dealers, however, will want to supply their newspaper with the mats. Use the coupon on page 43 to order them.

Understand what you're doing. The ad elements in EM WEEK's new mat service are not intended for use as they come to you. You must add your own message and fill in your own illustrations. But the ad elements we are offering will allow you to create original ads of your own.

Select an idea. Some headlines and copy suggestions are furnished here. Others may suggest themselves after you've examined the art work

on these pages. All you have to do is pick out the idea you like best and build your own ad.

Building the ad. Next, combine the headlines and illustrations from EM WEEK's mat service with product mats furnished you by your distributor or by the factory. If you want, add your own message. Don't be afraid to personalize the ad with your own signature or with distinctive copy about your store.

As an example of how to do this, examine the two suggested ads below. In the ad at right, the drawing of the old kitchen (from EM WEEK Mat "D") was used to illustrate the headline "Got a Problem Kitchen?" Then manufacturer mats were dropped in and a local message from "Smith's" was added. To give a final professional touch, the signature from EM WEEK Mat "K" was used at the bottom of the mat.

Don't be afraid to experiment with the mats. In the second ad below, EM WEEK Mat "G" was cut apart to produce a hard-working ad which combines good illustration with photos of specific appliances and a listing of prices and product features. Finally, EM WEEK Mat "L" was used as the signature for this ad.

That's all there is to it. There are as many variations as there are retailers. But, the first step is to order your set of free mats from EM WEEK. To do just that, use the coupon on page 43.





SECTION A

AN AD SERVICE
DESIGNED FOR **YOU**
CONTINUED

You can build dozens of individual ads of your own by using the 12 ad elements on this page—and all 12 of the mats are available at no cost to you. When you fill in the coupon on the opposite page you'll receive a single large mat which contains all 12 of these individual elements. Simply cut the big mat apart to get the "art" you want for a particular ad. That's all there is to it.



Put your home
in tune with Spring

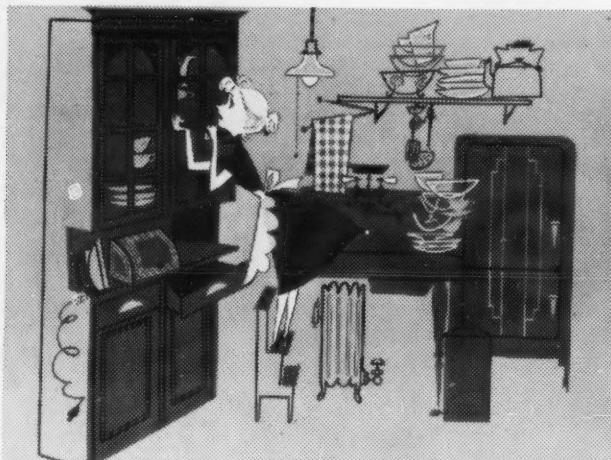
SECTION B

SECTION C

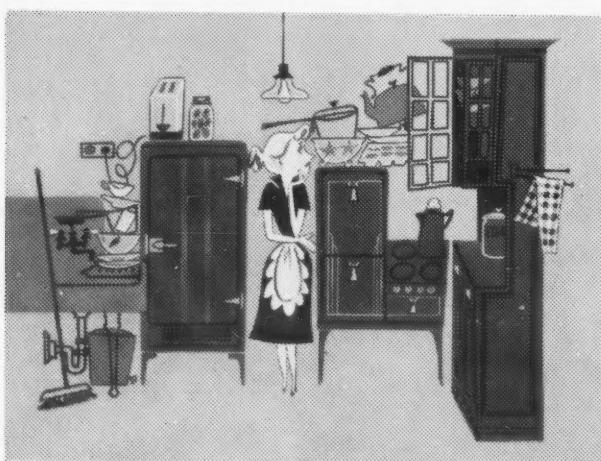


lighten your work
brighten your kitchen

WITH GLEAMING STAINLESS STEEL



Got a problem kitchen?
YOU CAN HAVE THE ANSWER STYLED IN STEEL



Does your kitchen make you feel like this?
THEN CHANGE TO A KITCHEN STYLED IN STEEL

SECTION E



SECTION F

**MODERNIZE
FOR
LASTING VALUE**

with

**BUILT-IN
Appliances**

from STORE NAME

REFRIGERATOR

Built-in steel refrigerators add working space to kitchens!

DISHWASHER

Built-in steel dishwasher does a big job in small space!

EXHAUST FAN

A steel range hood eliminates odors, smoke and grease.

SURFACE UNIT

Surface cooking unit of steel gives streamlined efficiency.

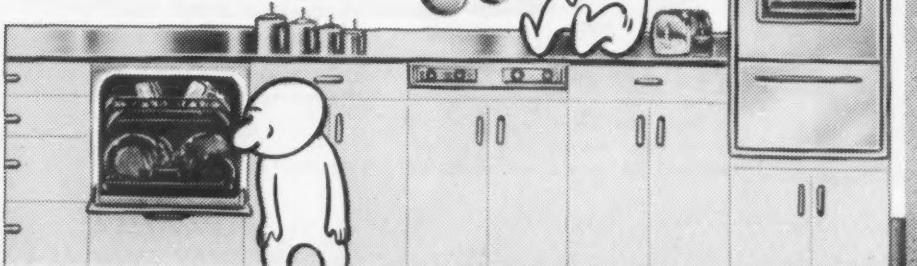
OVEN

A built-in steel oven adds beauty, saves work.

SECTION G

SECTION H

Steel in your kitchen means color galore . . . and you can arrange steel cabinets and built-in appliances in an infinite number of ways for utility and appearance.



Appliance Specials

made of modern



SECTION I

A Kitchen Styled in Steel

SECTION J

HEADQUARTERS FOR *Kitchen Modernization*

SECTION K

Let Our Experts Install Your **KITCHEN**

SECTION L

YES, I CAN USE THESE MATS

Please send me a set of the mats illustrated on these two pages. I understand this is an exclusive EM WEEK service for its readers and that there is no charge for these mats. Send them to:

YOUR NAME _____

STORE NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

After you've filled in this form, mail it to
EM Week's Ad Service
330 West 42nd Street, New York 36, N. Y.



Special Switch for
COLD wash and COLD rinse

No matter what laundering directions are tagged on a garment, the new Speed Queen has the exact cycle to launder it correctly and safely! And — as you can see — with amazing dialing simplicity.

This new, all-fabric versatility — plus such features as the stainless steel tub . . . 4-way lint and grit removal system . . . automatic bleach and rinse-conditioner dispenser . . . lid lock . . . hinged top . . . and many others . . . give you a combination of exclusive sales-closers that lead directly to a full-profit sale!

And, speaking of full profit, have you seen the new Speed Queen film, "More Money for You"? Write Speed Queen, a division of McGraw-Edison Co., Ripon, Wisconsin.



SPEED QUEEN

the QUALITY-PROFIT line

NEW PRODUCTS

FEATURES THIS WEEK

Youngstown's undercounter twins • Tappan, Brown and O'Keefe & Merritt ranges • In-Sink-Erator disposers • Hamilton Beach food converter • Pennsylvania, Huffy, Great Lake mowers • York heat pumps



YOUNGSTOWN KITCHENS "Diana" Twins

Two new appliance twins, designed to extend appliance sales to a broader consumer market are Youngstown Kitchens latest entries into the built-in appliance field.

Called the "Diana Twins," the units include a 24-in. built-in oven-range and a 24-in. built-in undercounter dishwasher.

The Diana oven-range consists of a cooktop and oven which can be installed complete in one unit, or as a separate drop-in range and built-in undercounter oven. This flexibility gives the unit a customized, built-in look without use of costly separate range and oven base cabinets. Flush front feature also fits with all Youngstown cabinets and other built-in appliances.

Range top is available in custom and deluxe models with brushed chrome finish. Features include 4

quick-heat elements; easy-reach top controls; 7 heat positions; and a Thermo Magic control.

Oven comes in deluxe or custom models. Deluxe has tell-tale light, electric timer and high-speed thermostat. Custom has mechanical timer and standard thermostat. Match-or-blend front panels available in beige, brushed chrome, antique copper, honeywood, cherrywood or white.

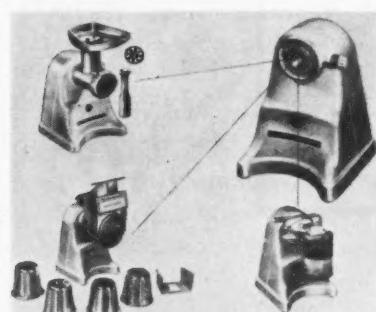
Diana 24-in. undercounter dishwasher, designed to match oven-range, fits under standard countertop; features 2 vinyl-covered racks. In operation the top circular rack rotates continuously for complete wash action. Both racks are removable, and hold 10 place settings. Uses 7 gal. per load; no pre-rinsing. **Youngstown Kitchens Div., American Radiator & Standard Sanitary Corp., Warren, Ohio.**

Attachments include a can opener, meat grinder and saladmaker.

Can opener attachment opens cans as the hardened steel cutting wheel rotates with can; a magnet holds the removed lid in place.

Meat grinder attachment for grinding all varieties of raw or cooked meats, vegetables and fruits comes with fine and coarse cutting plates. Can be used to quickly prepare croquettes, hash, sandwich spreads, sauces, preserves and marmalades. There is also a special sausage stuffer. It has a cast aluminum body with large hopper for easy loading.

Saladmaker attachment grates, slices, chops, shreds practically all fruits, vegetables and cheeses; 5 chrome-plated steel cones, a special carrot and celery slicer unit and a French fry cutter are provided. **Hamilton Beach Co., Racine, Wis.**



HAMILTON BEACH Food Converter

Hamilton Beach's 1960 power unit functions as a kitchen "power center" by which multiple food preparation chores can be done. Power unit has a durable motor and is non-tippable.

TAPPAN Adds to "Fabulous 400" Ranges

Latest addition to Tappan's "Fabulous 400" series range is the "441." This 40-in. electric range has 2 visual-heat ovens with all porcelain interiors that can handle every cooking requirement. Silicone oven door seals can be removed for ease of cleaning. The "Hide-away" cooking top with built-in cutting board and 4-in-line Speed-Flex element slips conveniently out of the way when not in use. A handy maple cutting board is designed to drop out of the way for convenience in cooking.

One of the new Speed-Flex elements is a Set 'N Forget unit that makes all utensils automatic. The other three top units provide fast cooking and 7 distinct heats from simmer to super-high.

Available with a custom-made base

cabinet, or it can be easily hung on the wall at any desired height. Price, approximately \$500. **The Tappan Co., Mansfield, Ohio.**

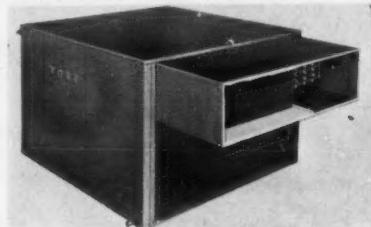


YORK Heat Pumps

York offers 7 room air conditioner heat pumps in their 1960 "packaged product" line. One comes in the compact, lightweight Adventurer series, and 3 models each in the Discoverer series and the multi-room Conqueror series.

Five models have built-in, circular, auxiliary electric heaters that are

YORK HEAT PUMP NO. HP 36



thermostatically controlled to provide additional warmth when temperatures drop. On mild days these units automatically switch from heating to cooling as needed to maintain pre-set room temperatures. A refrigerant receiver retains unneeded refrigerant when units are operating on the heat cycle.

For residential and commercial needs the "packaged product" section offers units in 3 groupings. Air cooled, attic-type Pathfinder units in 2-, 3- and 4-ton sizes. No. HP36 provides heating even when temperatures are at zero and cools when it rises to 115 deg; twin cooling systems offer step-up capacity comfort and economy to supplement compressors.

Remote 5- and 7½-ton units with a variety of evaporator sections and coils are also available. **York Div., Borg-Warner Corp., York, Pa.**

IN-SINK-ERATOR Disposers

In-Sink-Erator's 4-model line has high-impact polystyrene case, muted-white with gold and silver trim; molded foam polystyrene is used as acoustical inner liner. All have new type mounting assembly for easier installation; self aligning and self-locking mechanism; automatic alignment and mounting ring.

Golden Comet, continuous feed, 18 in. high; ½ hp motor. Silver Star, lockcover operation, 15 in. high; 1/3 hp. Saturn, continuous feed; 13 in. high; 1/3 hp. Mark 27, fingertip cover control for continuous or batch feed eliminating installation expense of wall switch for those desiring continuous feed only; ½ hp; 18 in. long. **In-Sink-Erator Mfg. Co., 1225 14th St., Racine, Wis.**



FRIGIDAIRE Washer

A commercial washer with a short 17½-min. wash, rinse and spin-dry cycle for attended or unattended self-service laundries is announced. It



provides a full 8½-min. wash period; has new location of timer control, moved from coin meter to back panel.

When installed in attended unit, coin meter is not needed, can be manually operated; in unattended units timer becomes integral part of coin meter when box is attached.

Three-ring agitator pumps up and down; tube revolves at 1140 rpm, eliminating need for a separate water extracting machine. Other features are rust-resistant porcelain enamel inside and out; wrap-around, 1-piece steel cabinet; 1-piece top; Unimatic mechanism sealed in oil, direct drive, window in lid.

This 17½-min. wash cycle handles as many loads a day as 2 old units.

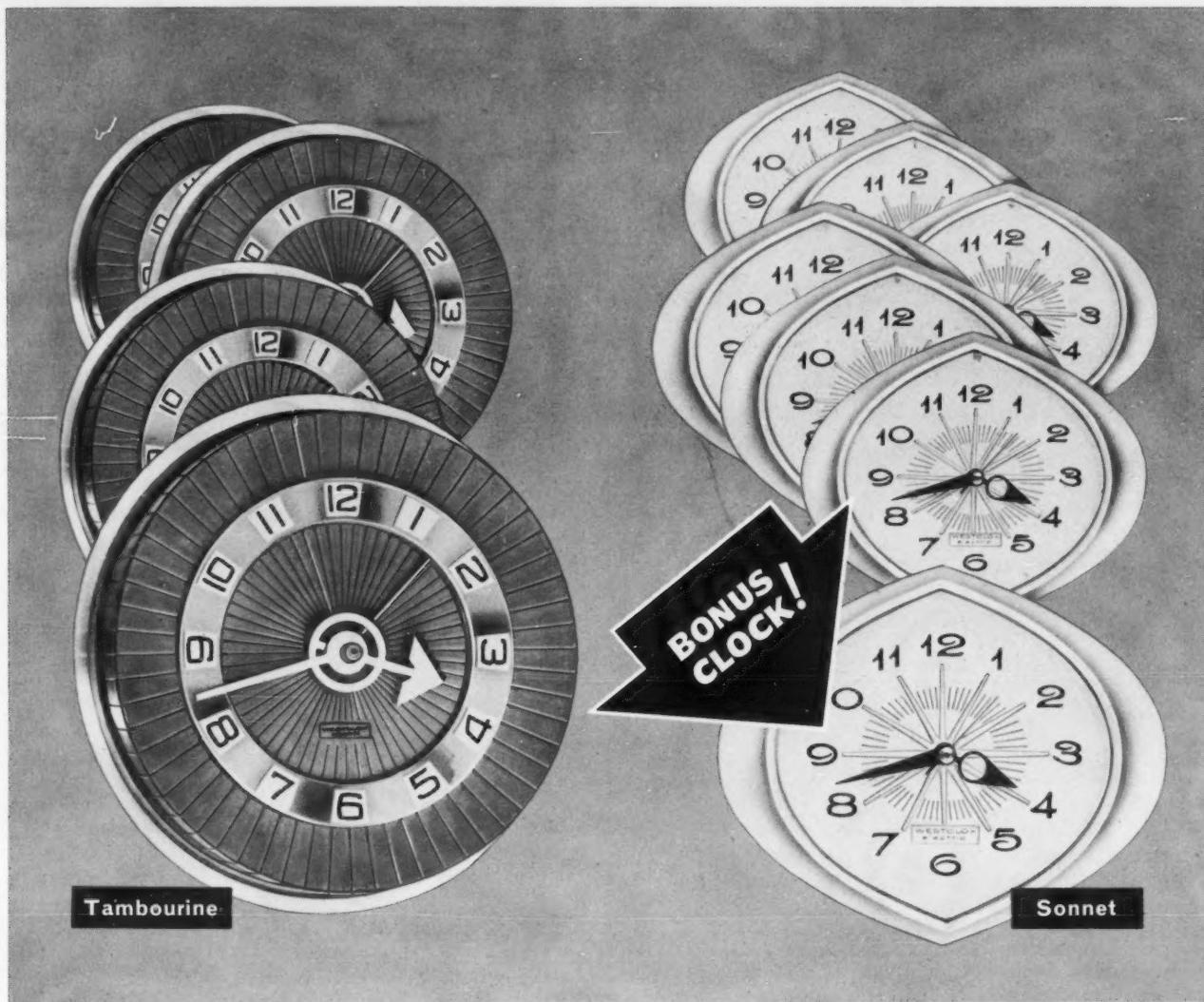
Overall exterior 40¾ in. high, 25 in. wide, 26½ in. deep; turquoise, pink, yellow or white. **Frigidaire Div., General Motors Corp., Dayton 1, Ohio.**

New! Bonus Profit

INTRODUCTORY OFFER

One Extra Clock FREE

with "Profit Pack" Kitchen Clock Assortment! Over 42% Profit



Order and display the new "Tambourine-Sonnet Profit Pack" containing 4 Tambourine and 7 Sonnet electric wall clocks. *You get one Sonnet free!*

Profit margin on deal is a whopping 42%.

Backed by Gigantic Promotion! Both clocks are nationally advertised on the network TV spectacular "Special Tonight."

CASH IN NOW! OFFER EXPIRES MAY 14, 1960

Call Your Westclox Representative Now for Details... or Wire Us Direct!
Depend on Westclox for Full Profit Promotion!

No. 1211. Tambourine-Sonnet Profit Pack.

Choose your own colors! Includes:
4 No. 905 Tambourine. Yellow, White, Nutmeg.
7 No. 906 Sonnet. White, Yellow, Pink.
1 No. 906 Sonnet. FREE!

RETAIL TOTAL VALUE \$79.76

DEALER COST \$46.05

*In recent nationwide marketing tests in key distribution areas conducted under normal competitive conditions, the Sonnet and Tambourine both outsold competitively priced clocks 2 to 1!

WESTCLOX®

electric

MAKERS OF BIG BEN • DIVISION OF GENERAL TIME CORPORATION • LA SALLE-PERU, ILLINOIS

SINGER 1960 Cleaners

The Vacuum Cleaner Div. of Singer Sewing Machine Co. announces two new 1960 cleaners: an upright Magic Carpet cleaner and a Rollaway.



canister to make a total of four models in the Singer 1960 line.

Roll-A-Magic special is a full-powered canister-type model with low-slung streamlined silhouette; top handle is arrow shaped for wrap-around storage of cord; bag has double capacity of former tank model; easy-to-change tilt-back top; attachments include floor polisher, revolving brush.

Other models in Singer 1960 line include Magic Carpet upright golden glide canister-type cleaner; Magic Mite hand cleaner.

Price: Magic Carpet upright, \$89.95; Roll-A-Magic canister, \$49.50 including attachments; Golden Glide canister, \$89.95 including attachments; and Magic Mite hand cleaner \$29.95. Vacuum Cleaner Div., Singer Sewing Machine Co., 149 Broadway, New York.

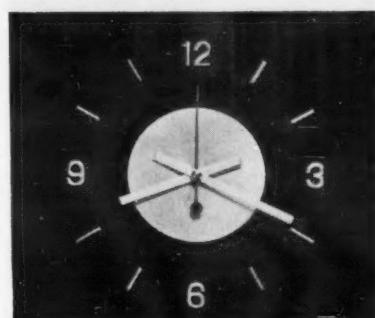
SPARTUS Do-It-Yourself Built-In Clock Kit

A do-it-yourself kit for built-in clock installation is announced.

The kit contains a self-starting synchronous movement complete with plug and cord set, a wood face panel, hour indicators, hands and center-piece. A decorative moulding is included for wall clock conversion, and is done by simply trimming edges after mounting clock flush on the wall.

A built-in clock, the motor mechanism recesses into a wall or cabinet. This becomes the "face" of clock; the diameter can be varied from 8 to 16 in.; brass finish numbers and hour indicators are easily set by tapping into position. Built-in clock can be finished to match any decor.

This do-it-yourself built-in clock has a handsome, clean design that



CUSTOM "BUILT-IN" NO. 519

makes it ideal for office, den, living room or library.

Prices: \$9.50 and \$11.50, which represents a saving, the manufacturer says, of from \$60 to \$70. **Spartus Corp.**, 2110 W. Walnut St., Chicago.

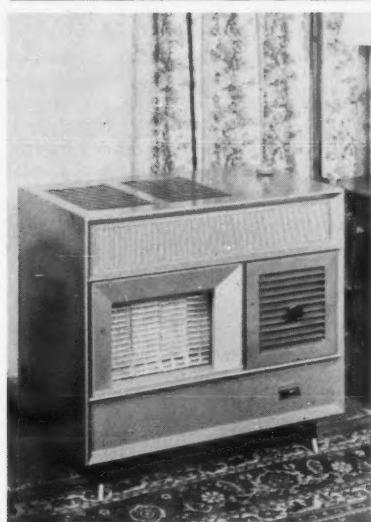
QUAKER Heaters

These "dual heat" cabinet-vented gas space heaters produce proper balance of radiant heat and circulated heat.

Newly designed heat exchanger performs 2-fold job: sufficient heat is produced for full reflection of radiant heat through top to bottom glowing radiant; at same time additional heat is produced for "exclusive heat tube" that sends super hot circulating heat into home; 4-way directional louver; heat flow can be directed to floor level, living zone, left or right. This arrangement puts heat where and when wanted.

Thin-line styled, these cabinet-type gas space heaters are provided with furniture fashioned legs.

They are also available from 35,000 to 70,000 Btu input. **Heil-Quaker Corp.**, Nashville, Tenn.

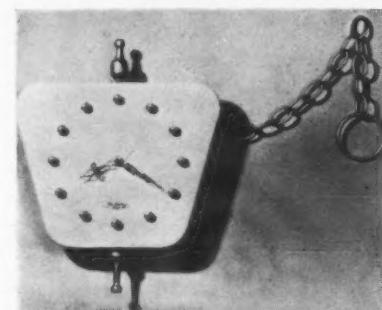
**COMFORT-ZONE Heaters**

Three portable convection type electric heaters, from 19½x18½x9¾ in. to 26¼x21½x11¾ in., feature liquid filled bulb type thermostat; positive "off" position; sealed rod element; beige enamel cabinet. **Vega Industries**, 811 W. 6th St., Chattanooga, Tenn.

**NEW ENGLAND Clock**

"**Futura #4**" has a satin white case, gold colored sphere hour markers, hands and decorator chain; ac electric or 8-day movement. Electric has "Kolor Kord" cordset.

Price: \$19.95 for ac. **The New England Clock Co.**, Farmington, Conn.



TAKE 90 MINUTES

WITH
NORGE[®]
ON MAR. 30

**90 VITAL MINUTES
ON WED. MAR. 30
CAN CHANGE
YOUR FUTURE !**

**BIG SCREEN TV SPECTACULAR
78 CITY CLOSED CIRCUIT TELECAST**

MORE

THAN A PREVIEW OF A GREAT NEW
NORGE LINE! MORE THAN THE INSIDE
FACTS OF A NEW ADVERTISING AND
MERCHANDISING DRIVE!

A REVELATION THAT WILL ASTOUND YOU!



IF IT'S FAIR PROFIT YOU WANT on room air conditioner sales, put Chrysler room units on your shelves. They bring a fair profit because people expect to pay a fair price for famous Chrysler quality. And by "fair price," we mean low enough so you won't have any left over at season's end. Want more reasons why your future lies with Chrysler? Send for your copy of the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp." Do it today!

Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!

CHRYSLER
AIRTEMP

Airtemp Division, Chrysler Corporation, Dept. P-30B, Dayton 1, Ohio



O'KEEFE & MERRITT 8100 Series

Announcement has been made by O'Keefe & Merritt of the addition of



BROWN "FEATUREAMIC" RANGES

BROWN Gas Ranges

A new line of "Featureamic" gas ranges is being offered by Brown for 1960. Maintaining the basic elements of Brown's "Featureamic" styling, the new models offer improved func-

the 8100 series to their "Starline" free-standing ranges.

Features include double open-view doors to oven, broiler and storage compartments, and illuminated back panel.

No. 8141, top of the series, features high broiler, 5 "Star-Jet" burners, polished aluminum griddle and timer clock. High broiler has a highly polished chrome grid and drip pan for easy cleaning.

No. 8114 has smokeless broiler, 5 "Star-Jet" burners and polished aluminum griddle.

No. 8110 features 4 "Star-Jet" burners and a smokeless broiler.

Goal of the design of the new 8100 series is to appeal to young home-makers who seek contemporary kitchen styling at low cost. **O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles 23.**

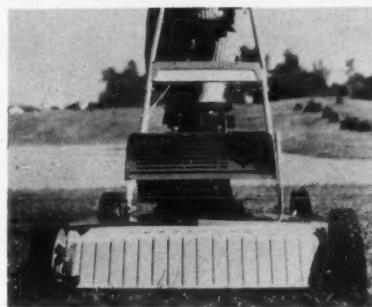
tional devices and advantages.

The Silver Anniversary line of 19 models carries the "Gold Star" award.

Highlight of the new models is the all-new "touch-of-elegance" backguard design; deluxe models have chrome filigree design inlaid on charcoal gray background. The electric clock and 4-hour timer are set in charcoal panel with surrounding chrome frame.

Innovations include custom designed control knobs; spill free top; "touch-of-elegance" backguard; automatic timer and control center; 3-in-1 cooking top which converts from a working area to a griddle to a large burner; therma-sim burner; unitized oven and broiler; micro-jet ignition; thermal eye burners; EzeKleen roaster broiler and large Eze stor-drawers. **Brown Stove Works Inc., Cleveland, Tenn.**

mium plated axles, safety foot rest, shock-resistant high carbon steel blades, self-adjusting handles, safety engine hood which baffles noise, "demi-tone" mufflers, dry air cleaners, out-front oil plug, bronze and white finish. **Pennsylvania Power Mower Div., American Chain & Cable Co., Inc., Exeter, Pa.**



PENNSYLVANIA Mower

Three Pennsylvania rotary mowers feature lightweight aluminum alloy housings; "straight-up safety-starter" or "mechanical self-starter;" new line includes a Deluxe 22-in. self-propelled rotary with a 3 hp 4-cycle diecast aluminum engine with cast iron cylinder insert. Deluxe 22 has same engine rated at 2.5 hp; Deluxe 20 has identical power plant rated at 2.25 hp with a mechanical governor to maintain full capacity.

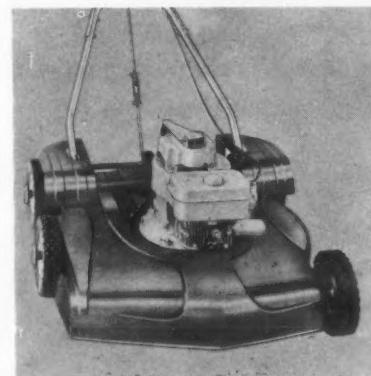
Throttle and clutch controls for self-propelled 22-in. unit are mounted on handle for flick-of-finger operation; for 22-in. and 20-in. rotary, a single throttle control is mounted on handle; 4-position cutting height adjusts with 1- to 3-in. range. All have rubber-tired steel wheels, oil-impregnated sintered iron bearings, cad-

the rear wheels by individual V-belts, this model, unlike friction-type drives, features minimum wear on critical parts.

In operation, No. DO24-PX, can be turned or stopped by holding back on handles; at same time "balanced drive" provides sufficient power to climb grades effortlessly; the manufacturer claims.

Cutting height is adjusted without tools by loosening wheel hubs and retightening them. This rotary mower is also automatically adjustable for drive belt tension.

New self-propelled mower in 2 deck styles in 24-in. cutting widths or in 22-in. cutting width; all models use a 3-hp engine featuring automatic impulse-type starting or standard recoil starting. **The Great Lakes Tractor Co., 510 Hanna Bldg., Cleveland 15, Ohio.**



HUFFY 1960 Mowers

Ten gas engine and 2 electric power mowers are included in the Huffy 1960 power mower line. Electric model No. 187 is an 18-in. Hytomatic model with single lever, 4-sec. height adjustment; No. 185 is an 18-in. Standard. Both have quiet running $\frac{1}{2}$ -hp Delco motors with automatic overload, Huffy's flip-over handle, cord control.

Gas engine models include 3 in Broadlawn series in 20-, 22- and 24-in. sizes; featuring Spring-Lok height adjustment, free leaf mulcher, easy maneuverability. Three models of same sizes comprise Hytomatic series. Four models in Parklane series consist of two 20's, a 22 and 24-in. size; 4-cycle B & S power plants are found in all but one Parklane, No. 4200, a 20-in. model which makes use of a

2-cycle power plant instead of the 4.

Features of gas engine models include impulse starters, safety-grip handle, completely enclosed cutter chamber, Spring-Lok height adjustment, 14-gauge steel body with bonded turquoise finish. **The Huffman Mfg. Co., Dayton, Ohio.**

HUFFY ELECTRIC MOWERS NOS. 187 AND 185



modern styling; 6 in. semi-pneumatic rubber tires; 5/16-in. square chrome-plated spit rods; and extra heavy chrome-plated spit forks. **Structo Mfg. Co., Freeport, Ill.**

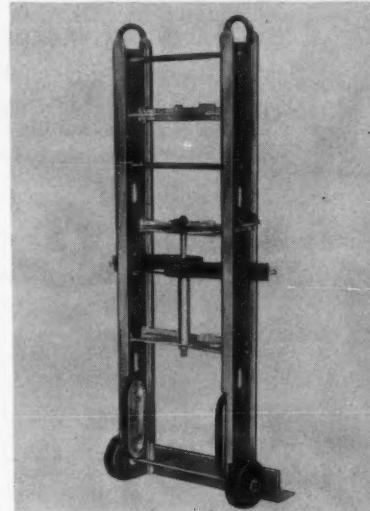


STRUCTO Barbecue Grills

Structo's entry into the outdoor cooking equipment field is announced with a line of "Grid-Master" bar-be-Q grills, and featuring dual channel flare-proof grid that conducts fats away from fire while cooking is going on; new grid has greater metal area and distributes heat quickly and evenly preventing hot and cold spots on the cooking surface.

Other features include new-look design; warp-proof construction; grills are treated with Oakite CrysCoat, a protective coating that locks paint and metal together to prevent chipping, cracking, rusting and other corrosive agents.

Line includes wagon grills, braziers, motorized Grid-Master wagon units with formica workboard and metal bottom shelf and accessories; featuring



ESCORT Appliance Trucks

Two efficient appliance trucks are introduced by Stevens Appliance Truck Co.

The new trucks, Escort models MRT and SRT, feature a patented, all-steel ratchet strap tightener and automatic strap recoil. The ratchet quickly and easily tightens the strap around the load. When the strap is loosened, a spring activation automatically winds the strap into a neat coil, out of the way.

These models also feature Stevens roller bearing Crawler tread that allows the loaded truck to be easily rolled up and down stairs eliminating much direct lifting.

Both models are padded to protect appliances and are guaranteed for satisfaction. **Stevens Appliance Truck Co., Box 897, Augusta, Ga.**

BRIEFS

General Floortraft announces a 15-in. KL Dyna-Craft all purpose floor machine with 2-position, pivotal-rigid combination handle; double lever safety switch; convenient carry-handle; silent gear drive; wrap-around bumper; chrome or polished aluminum finish. **General Floortraft Inc., 3630 Rombouts Ave., Bronx 66, N. Y.**

Model 900 "Cormaire," a package humidification system for home use utilizing a 20 Vapoglas plate humidifier with added element for controlled humidification during entire heating season; provides adequate humidity in spring and fall in areas where humidity is high; in other areas it can be used as a humidifier almost 50% of the heating season. **Skuttle Mfg. Co., Milford, Mich.**

Hi-Lo Dimswitch, a dimmer switch control using an electronic circuit, is announced by Sláter Electronics; makes obsolete the on-off, 1-position light switches currently in use. **Sláter Electronics Corp., Glen Cove, N. Y.**

Broan announces a wall thermostat teamed with an electric wall heater, designed so that it is fully exposed to room air temperatures; any $\frac{1}{2}$ -deg. change is felt and operation of heater is instantaneous. **Broan Mfg. Co., Hartford, Wis.**

For outdoor and indoor use, Gem's weatherproof garden light is complete with base plate for wall or base mounting includes a ground spike; holder is adjustable to any angle for garden, barbecue, patio, year-round decorative lighting. **Gem Electric Mfg. Co. Inc., 233-237 37th St., Brooklyn 22.**



IF IT'S EXTRA POWER YOU WANT

in your room air conditioner line, Chrysler will really score with your customers. Top capacity on the Slender and Built-In models is up 20% . . . to 12,000 BTUH. And the Power King leads the field with a cool 22,500 BTUH. *Want more proof your future lies with Chrysler?* Send for the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp." Do it today!

Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!

CHRYSLER
AIRTEMP

Airtemp Division, Chrysler Corporation, Dept. P-30B, Dayton 1, Ohio

Appliance figures are in for 1959...

Good Housekeeping



st

First, by far, in its field!

Performance, not promise. This is the Good Housekeeping record for readers and advertisers. Appliance manufacturers have learned the value of the Good Housekeeping sell! They know that Good Housekeeping reduces the cost and cuts the time of getting their products into the most important stores and homes in the country.



Because nothing persuades like the truth

1st

in total advertising pages
for appliances:

GOOD HOUSEKEEPING	116
Magazine B	59
Magazine C	49

Source: PIB

1st

in total retail advertising
tie-in lineage:

GOOD HOUSEKEEPING	10,040,373
Magazine B	118,838
Magazine C	274,752

Source: Advertising Checking Bureau

1st

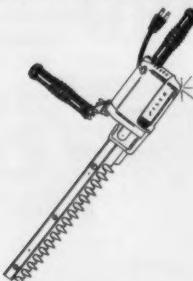
in total service editorial
pages:

GOOD HOUSEKEEPING	757
Magazine B	335
Magazine C	312

Source: Lloyd H. Hall Co.

**THIS BRAND
OPENS
NEW FRONTIERS
FOR PROFIT!**

ELECTRICITY DOES THE WORK
FOR MORE SALES AND PROFIT



Takes the time and effort out of shaping and trimming hedges... to put dollars in your pocket! Perfect for evergreens, bushes, shrubs. Tool steel cutting teeth stay sharp longer. Lightweight and easy to use. Easy to sell, too! AC-DC, UL Approved. Model 2815..... Retail \$29.95

specialize in profits with
Silex appliance specialties

SILEX



The Silex Co., 6333 W. 65th St., Chicago 38
In Canada—The Silex Co., Ltd., Iberville, P.Q.

**CONVENIENT
EVERY-MONDAY
FREQUENCY...
EASY-TO-READ
EDITING**
SPECIALIZED
WRITTEN ABOUT
THIS BUSINESS ONLY...
BY PROS FOR PROS
NEWS IN DEPTH
ALL THE FACTS,
AND WHAT THEY MEAN
TO YOU

EVERY MONDAY THE PROS READ

**ELECTRICAL
MERCHANDISING WEEK**



BRIEFS

Blonder-Tongue announces model HAB low-cost TV-FM amplifier to boost signals up to 14 times for small master TV systems and weak signal home installations. This 3-tube unit features a special frame grid input circuit for high signal-to-noise ratio; maximum output, 0.7 volts at 75 ohms and 1.4 volts at 300 ohms with 22db gain on low channels; easy to install; operates on conventional 110-210 volts, 60 cycles; weighs 4½ lbs. **Blonder-Tongue, Inc.**, 9 Alling St., Newark, N.J.



BLONDER-TONGUE TV-FM AMPLIFIER HAB

"Automatic Tenn-A-Liner" rotator No. 9524, announced by Channel Master, uses a new circuit principle and provides viewer with directional control; fewer moving parts; no springs, relays or excessive linkage; no solenoids; nylon gears in control cabinet reduces noise; at turn of compass-like dial the automatic circuit closes and 2 synchronized motors, one in control box and one in rotator, begin to function simultaneously; indicator on face of control box turns with rotator signaling that antenna is rotating on prescribed course; operation continues until both antennas and indicator reach preset position, then circuit opens, automatic brake stops rotation. Price, \$49.95. **Channel Master Corp.**, Ellenville, N.Y.

Channel Master Corp. announces a new version of the Matchmaker 2-set TV coupler No. 0036 which features a redesigned Dylene plastic case; eliminates wire stripping, wire winding and terminal lugs; coil forms are interlocked, assuring a permanent installation. Price, \$5.42. **Channel Master Corp.**, Electronic Div., Ellenville, N.Y.

Lewaco motor holder to put a firm base under motors; accommodates 1/6-, 1/4-, 1/3- and 1/2-hp motors. Steel bands adjust to fit motors with 6-1/16-in. to 6-11/16-in. diam.; base is 4½×6½ in., 14-gage steel; bands and saddle are 18-gage steel; zinc plated for rust protection; weighs approximately 18 lbs. Price, \$1.75. **Lemmerman-Walstedt Co.**, 519 Lincoln Ave., N.E., St. Cloud, Minn.

A 35-piece workshop kit designed by Thor for the do-it-yourselfer is announced by Speedway. No. 20HW combination basic tool is a 2.5 amp. unit featuring a ¼-in. drill; attachments include accessories for jig sawing, sanding, grinding, polishing, stirring paint, buffing. Special workshop kit has 10 4-in. sanding discs; 4-in. rubber backing pads; 4½-in. lambswool polishing bonnet; 3-in. cloth buffer; 3-in. grinding wheel; 9 drill bits; steel paint stirrer; circular saw and jig attachments; horizontal drill stand, vertical drill press stand, bench stand and table which converts to portable circular and jig saw attachments to stationary saws and handy tote boxes.

Price, combination kit, \$44.95. **Speedway Div.**, Thor Power Tool Co., 1421 Barnsdale Rd., La Grange Park, Ill.



TAKE 90 MINUTES

WITH
NORGE
ON MAR. 30

**90 VITAL MINUTES
ON WED. MAR. 30
CAN CHANGE
YOUR FUTURE !**

**BIG SCREEN TV SPECTACULAR
78 CITY CLOSED CIRCUIT TELECAST**

MORE THAN A PREVIEW OF A GREAT NEW
NORGE LINE! MORE THAN THE INSIDE
FACTS OF A NEW ADVERTISING AND
MERCHANDISING DRIVE!

A REVELATION THAT WILL ASTOUND YOU!

NO FROST ANYWHERE!

**New PHILCO defrosting system
thinks for itself . . . automatically !**



Defrosts when needed

Philco's system senses when frost accumulates. It does not indiscriminately defrost every day!

Stops when the job is done

Philco's defrosting does not run a minute too long. Other systems work on a time cycle and often continue to apply heat even after the defrosting has been done.

Defrosts from the inside out

No blasts of hot air, no uneven heat currents in the Philco defrosting system! Defrosting temperatures spread slowly and evenly from the inside out without any sudden temperature change.

Never interferes with proper freezing

Because the Philco system thinks for itself, defrosting is done in its most natural way . . . carefully, evenly. This means that foods are not suddenly heated up and thawed; they remain frozen and unspoiled. No waste.

THE BIGGEST REFRIGERATOR-FREEZER VALUE ON THE MARKET TODAY!

In many refrigerators today, total automatic defrosting has meant that freezer space must suffer. Only the Philco defrosting system does away with this need. The new 1960 Philco Super Marketer 18 RM 08 has 10.9 cu. ft. of free of frost refrigerator; and 6.7 cu. ft. of free of frost freezer . . . the biggest refrigerator-freezer value on the market today!

**Now is the time to sell the world's finest
FREE OF FROST REFRIGERATORS!**

PHILCO

Famous for Quality the World Over

G-E Stresses Cooperation in Service Statement

Cooperation with independent service organizations, the company declared in a special statement, is recognized by The General Electric Co.

Gordon E. Burns, distributor sales manager for electronic components, quoted from the company statement which came in the wake of industry-wide discussion of the giant manufacturer's increasing activity in the service field.

"The General Electric Co. believes that its participation in product service activity is a natural, desirable and essential part of producing and marketing its products . . . It would be wrong to assume

that this means the company believes that it should carry out all repairs and maintenance work for all of its individual customers, or for that matter, that it should do any of it in certain cases.

"There are many competent and efficient independent service organizations engaging in this activity as a profitable business . . . both the company and its customers depend upon such organizations to keep many kinds of equipment in good operating condition. Service manuals and service parts are made available to aid qualified independent service organizations in this work."

The company statement, accord-

ing to Burns, covers a wide variety of G-E products. It adds:

"The General Electric Co. considers it essential to meet its product service responsibilities to its customers as effectively as possible. Each of its decentralized product operations is required to develop a service approach through which it can do so. The approach . . . must take into account the customer value contribution of distributors, retail dealers and independent service organizations; it should provide all possible aid toward maintaining the vitality of these business groups."

What does it mean to TV servicemen? Steven R. Mihalic, product

service manager for the company's television receiver department, declared:

"We have every intention of providing 'all possible aid toward maintaining the vitality' of independent service organizations. Television receiver servicing traditionally has been done primarily by independent servicers and this fact is recognized by the newly issued company-wide policy statement."

Effect of Mihalic's observations on the company-wide policy statement, G-E declared, was to underscore G-E's desire to achieve a high degree of consumer satisfaction with TV products and service through cooperation with independents.

SERVICE NEWS

General Electric Co. has opened two new service centers for housewares division products and relocated a third, announced W. L. Parkinson, manager of the product service division.

A service center was opened at 5542 Chestnut St., Philadelphia, with J. M. Scott as manager. A regional center, formerly located in Philadelphia, has moved to a new plant at 7100 Kaign Ave., Pennsauken, N. J., where it will have 30,000 square feet of floor space and will be open for business this month. R. J. Manetta will manage this service center.

The company's 22nd "Servicenter," at 3602 Grand Central Ave., Tampa, Fla., also has opened. It is the first company-owned service center in Florida and it is managed by J. L. Lipham.

U. S. Transistor Corp. has produced a new six-transistor radio kit for radio servicemen, priced at \$3.70. The company, which has moved into a new plant in Syosset, N. Y., has set up a new division to produce the transistor kits, according to Dr. George Wertwijn who is chief of engineering.

Apex International Will Go to the Fairs

Ampex International will show its wares at fairs in England and Japan this year.

At the London Audio Fair, April 21-24, the company will make the first complete showing in England of its domestic recorders. Said T. J. Nicholson, marketing manager of the audio and magnetic tape products department: "We will be conducting stereo demonstrations, complete with literature handouts and question-and-answer sessions . . . This will be the biggest thing we've done thus far in England and we are anxious to meet interested potential dealers and audiophiles alike."

At the Osaka International Trade Fair, April 9-26, Ampex will show virtually its complete audio line. "Japan has been, is now, and will continue to be a very good market for our equipment. They have a highly developed broadcasting system, are using a great many audio aids in their schools and are, of course, great audiophiles," Nicholson said.



Above, left: Revolutionary new 14 cu. ft. Center Drawer Refrigerator. So easy to use . . . see into . . . reach into.

Center: Automatic Appliance Center. Roll Out Undercounter Dishwasher with exclusive Hot Water

Booster that guarantees 140 deg. hot water. 4-Unit Range Platform has automatic surface unit that won't let foods burn even if water boils away. Right: Unique Imperial Oven has side-mounted controls, away from heat yet easy to reach and read.

MADE FOR EACH OTHER.. Westinghouse Built-in Appliances and Heirloom Maple Wood Cabinets

For kitchen installations that are real sweethearts, sell Westinghouse appliances and cabinets, designed and built to complement each other. Featured are special cabinets for built-in refrigerators, ranges, dishwashers, laundry equipment and other appliances. Clearances are precise; no special cutting or fitting is required. The beautiful Heirloom Maple finish blends with the high-style appliance colors (*Frosting Pink, Mint Aqua, Lemon Yellow, Copper Tex, Copper Tan, and Brushed Chrome*) to produce a go-together effect available from no other source. Only Westinghouse makes both wood and metal cabinets to provide the choice you need to meet every consumer preference. And you get cabinets and appliances from one source—your Westinghouse Distributor. Ask him for full details. Learn why the Big Swing is to Westinghouse for features . . . for quality . . . for value.



WHERE EVERYTHING
IS DONE ELECTRICALLY
... EVEN THE HEATING.

YOU CAN BE SURE...IF IT'S

Westinghouse

WESTINGHOUSE ELECTRIC CORP., CUSTOM KITCHENS DEPT., MANSFIELD, OHIO. WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS CBS-TV ALTERNATE FRIDAYS

Do You Tie Up Office Help With Envelope Addressing?

Here's a round-up of ideas that might save your office girls time—and you money—when you send a mailing.

1. Direct Mail Service

Many communities have companies that specialize in handling direct mail advertising for local businessmen. This service may include preparing, printing, addressing, stuffing and mailing your sales letter. You can generally buy all or any part of the service.

If there is not a direct mail service outfit in your city, you might be able to find one that can handle your work on a regular basis nearby. Cost for addressing ranges from one-fourth of a cent to one cent per letter, with special rates for using a regular list the company owns on a month-after-month basis.

Caution: Be sure you check over the company's list to see that it has good prospects for your business. Be sure that it is current and covers an area that is within your company's trading area.

2. Local Housewives

You may discover that the wife of one of your employees would be more than happy to handle the addressing problem for your sales letter campaign. You might pay her a penny a piece of direct mail addressed. In addition, she will probably handle all change of address notices you receive and help you keep your customer mailing list up-to-date.

Church and club groups sometimes will take on work of this nature to raise funds for their activities. This plan has a double-barreled effect if the group is carefully selected: Women addressing your sales letters are curious and will read your advertising message and word-of-mouth advertising will come into play for you.

Caution: Be sure that distribution and collection of addressed mail is handled by a representative of the group. Otherwise, you may spend more time delivering and picking up your envelopes than you would in addressing them yourself.

3. Gummed Labels

Addressing sales letters with gummed labels saves time and money. However, the mailing piece is stamped as advertising the minute the customer picks it up at his mail box. Consider this carefully before you embark on the gummed label addressing plan.

There are two types of gummed labels on the market that are best for addressing sales letters—sheet or roll. Rolls of gummed labels are about the size of adding machine tape. Just feed them through the typewriter. Thus, you save the time of inserting each label or shifting when a sheet of gummed labels is used. In addition, you can get these rolls with one, two or three carbons already inserted to make up labels for several mailings in your campaign.

Sheets of gummed labels come with 33 individual labels to a sheet and perforations to separate the addresses. These sheets can be duplicated and 50 or 100 labels made

up for each name at one time. Or, for fewer addresses, you can use regular carbon paper in your typewriter and make up five or six duplicates at the same time.

Most office supply stores have or can order both types of these address gummed labels for you. They come in a variety of colors—white, blue, green, yellow, pink and canary—to key your different mailings.

4. Addressing Machines

Installing equipment for addressing your sales letters is costly. But the cost may be more than offset

by the extra profit you will make from your increased sales. Carefully consider buying addressing equipment.

One type of addressing machine on the market is very good, but fairly expensive for the limited number of times you may use it during your sales promotion program. Actually, it's two machines: One to make the address plate and another to stamp the address on the card or envelope to be mailed.

There is another addressing machine on the market, though, that goes for from \$50 to \$100. It uses a stencil tape about the size of an adding machine tape. The tape moves through the spirit duplicating machine when you turn the crank. And it stamps the name on each mailing piece as it passes through the machine.

When you have to add or delete a name or address on the mailing list, it is simple to make the change. You merely cut out the old name and address from the continuous tape and fasten the tape together again with Scotch Tape. New names are added to the end of the roll as the mailing list changes or grows.

5. Printed Addresses

An easy, inexpensive way to address your sales letters is to use the "occupant" address. It eliminates a lot of the personal element, but saves time and money in addressing.

All you do is have the word "occupant" and the name of your city printed on the envelopes. Leave enough space between the "occupant" and the "city" printed lines to write in the street address.



LOOK WHO'S SELLING ELECTRIC DISHWASHERS right along with NEW INSTANT CALGONITE®!

When Arthur Godfrey talks about New Instant Calgonite coast-to-coast on the 190-station CBS Radio Network, he is automatically promoting every make of electric dishwasher. When Arthur tells the ladies how dishwashers make housework easier, millions of women listen. (As they listen only to Godfrey.)

This is one way Calgonite can say "Thanks" to America's growing dishwasher appliance industry for creating a market in which we can compete by selling an outstanding product. Calgonite—the original detergent that helped make dishwashers practical—now has a new instant formula that leaves dishes, glassware and silverware looking hand-polished.

We're proud of the dishwasher industry's recommendation of our product. It's helped New Instant Calgonite sales hit an all time high. So, to manufacturers, wholesalers and dealers—our thanks!

CALGON COMPANY, Pittsburgh, Pa.

**NEW
INSTANT**
calgonite



Pioneer



ZENITH
all-transistor
Trans-Oceanic®
—world's most
magnificent
radio



Only Zenith could do it!



Early explorers who dared the frozen wastelands of the Arctic had no means of communication—until the National Geographic Arctic Expedition ship *Bowdoin* first brought Zenith-built short-wave equipment into Polar waters. The *Bowdoin* is shown here, frozen in at the Arctic.

35 years ago Zenith short wave startled the world as it made history in the frozen Arctic

On an historic night in 1925, Commander Donald B. MacMillan's National Geographic Arctic Expedition—then camped just 11 degrees from the North Pole—transmitted voice by radio to the battleship USS Seattle, cruising south of Australia *on the other side of the earth!* Arctic explorers, once cut off from the outside world, had actually proved world-wide communications possible—using Zenith short-wave equipment!

Further Zenith pioneering and specialization led to the creation of the first true portable short-wave radio powered to tune in the world. Now famous, Zenith's tube-type Trans-Oceanic became the traveling companion of an international "Who's Who" of explorers and adventurers the world over.

Today, Zenith pioneering in short wave and standard broadcast continues to create new and better products. With the new Zenith all-transistor Trans-Oceanic Royal

1000D, Zenith has achieved the world's smallest and lightest band spread short-wave portable—9 bands including 150-400 kc band for FAA weather service and for long-wave broadcasts in Europe, and powered for world-wide reception on flashlight batteries.

For 41 years, Zenith has never stopped searching for new engineering advances and still higher quality in manufacture. The combination of quality and performance enjoyed in all Zenith products has moved Zenith to a position of leadership in the industry. And even as you read this page, new space age Zenith research is pioneering along the new horizons of radionics.

Quality products like the Zenith Trans-Oceanic Royal 1000D have always given Zenith dealers more to sell than just a price tag. And always will. One more reason the Zenith dealer franchise continues to offer the greatest sales potential in the industry.



ZENITH RADIO CORPORATION, CHICAGO 39,
ILLINOIS. IN CANADA: ZENITH RADIO COR-
PORATION OF CANADA LTD., TORONTO, ON-
TARIO. The Royalty of television, stereophonic high
fidelity instruments, phonographs, radios and hearing
aids. 41 years of leadership in radionics exclusively.

ZENITH

The quality goes in
before the name goes on

ASSOCIATION NEWS

Plans for a three-day celebration (May 4-6) honoring the winners in the annual "Brand Names Retailer-of-the-year" competition are nearly complete, according to Ralston H. Coffin, vice president of RCA and vice chairman in charge of New York activities for Brand Names Week planning committee. Retail participation, according to Brand Names Foundation which is sponsoring Brand Names Week (May 1-8), will top last year's record when over 125,000 participated.

National Water Systems Month will get a boost when a special newspaper page is distributed this Sunday to 14,000 publishers, editors and advertising managers of daily and weekly papers across the nation. The page tells how papers can tie in with the national promotion. And dealers tying in with National Pump Display Week (May 1-7) will receive a year-round display stream and a four-page, two-color instruction folder.

The Electronic Components Conference is set for three days (May 10-12) in Washington, D. C.

Here are new officers of various associations:

Inland Empire Electrical League (Spokane, Wash.)—President, Clarence Pierce; vice president, A. E. Brown; treasurer, H. O. Colburn; secretary, and managing director, George Gough.

Northwest Appliance & Television Assn. (Seattle, Wash.)—President, Jack Lynch; first vice president, Ken Lindsey; second vice president, George Weiss. Board members: Bill Almvig, Fred Egge, Ruth Bowman, Lib Tufarolo, Tom Carmichael, Fred Countner, Harold Gerke and Doug Boone.

Electric Institute, Inc.—President, Timothy J. Noonan; vice president, Dale E. Washburn; secretary, James A. Galvin; assistant secretary, Samuel Gronich.

Intermountain Electrical Assn.—President, Walter J. Michelsen; vice president, Douglas Peck; secretary-treasurer, Dale Brown; managing director, Robert O. Trottier.

National Electrical Contractors Assn. (Southern Colorado Chapter)—President, Kenneth Weaver; vice president, Pete Montera; secretary-treasurer, L. V. Mayfield. Directors: Earl Coleman and Harold Whitney. Representative to national board of governors: James D. Berwick.

Gas Appliance Manufacturers Assn. reported that January shipments of built-in gas ranges by manufacturers reached the highest level of any January on record. About 22,000 built-ins were sent to market, a 14% jump over January, 1959. January sales of free-standing gas ranges totaled 110,000, a 14.9% drop from January, 1959. Combined shipments of free standing and built-in types hit 132,100, an 11.2% decrease from January, 1959.

Texas Electronics Assn. is holding its eighth annual clinic at the Shamrock Hotel in Houston, August 5-7.



RALSTON H. COFFIN, vice chairman of Brand Names Week Planning Group

Coming Up: An Industry Definition

And the Electronics Industries Association is urging the government accept the one it submitted to the Department of Labor.

The EIA proposal defines the industry in terms of classes of products it manufactures and limits the categories to those that are specifically electronic.

This comes against the background of an upcoming survey which is a preliminary to a Walsh-Healey wage determination for the industry.

And the EIA proposal is intended to replace a more general definition set up by the Labor Department. The government's proposal identifies the industry as devoted to

"...the manufacture of electrical apparatus and sub-assemblies therefore involving the use of electronic tubes and/or solid state semiconductor devices."

EIA points out that its proposed definition would eliminate the possibility of including products of other electronic industries already covered by Walsh-Healey wage determinations.

According to the EIA survey, many manufacturers interpreted the proposed federal definition as applying to products in which the tube or semiconductor feature was only a minor feature, such as products manufactured by the electrical appliance industry.

12 REASONS
why *Martin* is your most
PROFITABLE
GAS HEATER LINE

1 Exclusive High-Fidelity Heat — available with all Martin vented heaters. Insures more even heat distribution.

2 Continental Console Cabinet Design — beauty that creates new customers on sight.

3 Lifetime Porcelain Finish and Lifetime Guaranteed Cast Iron Burners — quality that keeps customers sold.

4 New Duo-Vent Thru-the-Wall Models — two sizes. Combines advantages of central heat with the economy of a space heater.

5 Vented Circulators — 2 series, six sizes, one series with Continental Console styling.

6 Vented Radiant Circulators — 3 sizes, all with Continental Console styling.

7 Safety Cabinet Series — safe for children, pets, draperies. "Touch-cool" after hours of operation. 3 sizes, all with Continental Console styling and porcelain finish.

8 Vented Wall Heaters — 5 models. Combustion chambers carry 20-year guarantee against burnout.

9 Floor Furnaces — 3 models, 20-year guarantee on combustion chambers.

10 Unvented Space Heaters — 3 radiant series. 9 sizes.

11 Gas Fyrelogs — available in oak or birch. Two sizes. Available with andirons.

12 Odorless and Smokeless Gas Incinerators — 5 models, including outdoor builders model. Choice of brick or ceramic coated steel lining, both guaranteed 5 years against burnout.

Where else but at Martin can you find so many features, so many models, so much beauty and value? To profit most, handle the complete Martin line. Catalogue and full information on request. Write today.

See the Martin line at
Southeastern LP Gas Show, Atlanta, booths 7 and 8
LP Gas Association Show, Chicago, booths 207 and 208



STAMPING & STOVE COMPANY
HUNTSVILLE, ALABAMA

AMERICA'S MOST COMPLETE HEATING LINE

Workshop Week Went Well at Westinghouse

"Worthwhile," was the comment from a spokesman at the company's television-radio division. So worthwhile, in fact, that there'll be more of them later on this spring.

What were the workshops? Two three-day sessions for distributor personnel. The visitors to Metuchen, N. J., got the works: Trips through the plant, with a look at the whole operation—production, engineering, design, quality control, shipping, service, etc. And discussions of philosophy and policies.

Chuck Urban, the division's marketing manager, pointed out the program will help distributors offer better service to dealers.

Admiral Distributors Hear Plans

They got the word on spring advertising from Charles Grill, ad manager, Admiral Sales Corp.

He outlined the following schedule for TV: Three 1,000-line dealer listing ads for newspapers in 82 markets, beginning the week of April 10. And two 1,000-line individual dealer ads in each distributor's market during the weeks of April 28 and May 15.

Backing up the newspaper program are a number of national magazine ads featuring the 19-inch portable and the "Super Son-R" remote control.

Transistor radios will get play in four 600-line dealer listing ads, beginning the week of March 20.

Again, they'll be backed up by national magazine insertions.

Grill also outlined details for a special promotion featuring a new electric can opener-knife sharpener combo (\$29.95 list price), which will go for \$4.95 with the purchase of any Admiral appliance.

This appliance special will be supported by 750,000 lines of newspaper advertising, Grill said. Details: A 1,505-line dealer listing ad during the week of March 21 and nine additional 900-line individual dealer ads in each market during March, April and May. Behind the newspaper schedule: Two four-color pages on appliances in the "Saturday Evening Post."

DISTRIBUTOR NEWS

Top honors in KitchenAid's dishwasher division's fourth-quarter regional representative contest for 1959 went to Robert E. Williams, Los Angeles. Reg Martyn, Philadelphia, was second. And Vern Lawrence, Dallas, took third.

Motor Wheel Corp. introduced its 1960-61 line of Duo-Therm home heaters and furnaces to a group of 70 distributors and their sales representatives at the Atlanta Biltmore Hotel. At the same meeting L. C. Vandertill, vice president of sales, consumer products division, outlined the company's 1960 advertising and promotion plans—all based on a "Science in Home Heating" theme.

By mutual consent, Gough Industries, Inc., and Sylvania Home Electronics Corp. have agreed to terminate their distributor franchise agreement. Since 1952, Gough Industries has been the exclusive wholesaler for Sylvania TV, radio and hi-fi throughout Southern California and Arizona.

Tom Holloway Distributing Co., Memphis, Tenn., has been sold to Harry Johnson, Inc., of the same city. According to Harry A. Johnson Jr., president of the buying company, the Holloway company will operate under the Johnson name. But Holloway's appliance lines, except Chrysler Airtemp, will be continued.

A Boston distributor, the Massachusetts Gas and Electric Light Supply Co., celebrated its 45th anniversary with an open house in its new showroom. On display at the affair: An array of lighting fixtures in a wide range of styles—from modern to Colonial. Added curiosities: Antique lighting fixtures.

Theodore R. Swenson has been appointed distributor sales manager for the Northern California district of Sylvania Electronic Tubes, a division of Sylvania Electric Products, Inc. He replaces William L. Wray, who has been named distributor sales manager for the Southern California district.

Graybar Electric Corp. has a new district manager for its major appliance and TV sales operations in Salt Lake City. But he's no newcomer to Graybar. A. I. "Gus" Nicholson joined the company as a warehouseman in 1939. He has most recently been appliance manager for its Salt Lake branch. In his new position, he'll be responsible for Graybar major appliance and TV distribution in Northern California, Utah, Idaho, Nevada.

DISTRIBUTOR APPOINTMENTS

HAMILTON MANUFACTURING CO.—Mitchell-Powers Hardware Co., Bristol, Va.; The Raub Supply Co., Lancaster, Pa.; The Glenwood Range Co., Taunton, Mass.; Worthen's, Inc., Las Vegas; Arizona Hardware Co., Phoenix; Arizona Wholesale Electric Supply Co., Phoenix.

MONARCH INTERNATIONAL, INC.—R. E. Osborne Sales Co., South Pasadena, Calif.; Harriss-Koetke, San Mateo, Calif.

A Frigidaire dealer talks about his franchise . . .



Relaxation for Ray Carlson can mean anything from skin diving, to playing drums in a neighborhood band. But business means Carlson Furniture & Appliance Co., Cleveland. Ray sells only Frigidaire. Here's why:

"With Frigidaire...the rules don't change"

"They don't switch signals for every ripple in the market. And I'm glad they don't. For fifteen years I've built a solid business with Frigidaire.

Because I always know today, just where I'll stand tomorrow.

If we at Frigidaire are accused of passing up "easy money" methods, it's because we—and our dealers—are more concerned with sound growth than with sudden growth. That's why our mutual progress is so steady, year in, year out.

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

Both Sales and Earnings Indicate All's Prosperous on the G-E Front

The figures for 1959 set new highs and showed a couple of fat percentage gains

General Electric's earnings last year reached \$280,242,123, or \$3.19 a share. That's 15% over \$2.78 a share earned in 1958, and 13% above the previous record of \$2.84 a share in 1957.

The company made its earnings on sales of \$4,349,508,529, which were 6% above 1958's sales of \$4,120,769,801, and slightly more than 1957 sales of \$4,335,664,061—the old record.

G-E's earnings-to-sales ratio drew an appreciative comment from Ralph J. Cordiner, chairman of the board. He called the 6.4% ratio for last year a "gratifying" increase over the 5.9% recorded in 1958, and 5.7% for 1957.

Breaking down the annual figures, Cordiner said that a decline in sales in one of the company's four major product areas—heavy capital goods

FINANCIAL NEWS

Jefferson Electric Co. shareholders have voted to change the Bellwood, Ill., company from an Illinois to a Delaware corporation. (Jefferson Electric makes transformers, electric clocks and other electrical and electronic products.)

One effect of the change: The company will issue one and a quarter shares of stock for each one share outstanding before the vote. But Bellwood management intends to recommend that the current cash dividend payment, 60 cents a share, stand as is.

Pentron Electronics Corp., Chicago, has filed a statement with the Securities and Exchange Commission seeking registration of 250,000 shares of common stock. If Pentron gets the go-ahead, it will offer the stock to the public at \$3 a share. Stanley Heller and Co., New York, is the underwriter.

TV receiver sales at Hoffman Electronics Corp. were one-third higher this January than last. Ray B. Cox, vice president-general manager of Hoffman's consumer products division, attributed the increase to recently introduced TV models and a 10% increase in the number of Hoffman dealers. He predicted that TV receiver sales for the year would maintain the increase, ending up around 30% over 1959, which was 39% over 1958.

Maytag directors have declared the regular quarterly dividend of 50 cents a share. It's payable Mar. 15 to shareowners of record at the close of business Mar. 1.

Electronics Capital Corp. has purchased the \$300,000 five-year convertible debentures issued by Ultronix, Inc. These debentures will convert into 33-1/3% of the total Ultronix common stock. Electronics Capital Corp. is a small business investment company. Ultronix specializes in the precision electronic component field.

—was more than offset by increased business in the other three: Components and materials for industrial customers, consumer goods and defense sales by G-E's defense products departments.

Sales of consumer products in 1959 continued the uptrend begun in the latter half of 1958.

Gains were paced by all major types of lamps, by such electric housewares as mixers, toasters, irons and coffeemakers and by such newer major appliances as built-in ranges and dishwashers.

FINANCIAL REPORTS

Admiral Corp.—Consolidated sales, \$199,000,000, a 17% increase over the \$170,777,126 recorded in 1958; earnings after taxes, approximately \$1.70 per share, compared with 57 cents a share in 1958.

Arvin Industries, Inc.—Net sales, \$66,174,567, compared with \$54,015,225 for the previous year; net income after federal taxes \$2,031,058, up from 1958's \$1,487,878; earnings per share, \$1.80, compared with 1958's \$1.32.

Borg-Warner Corp.—Sales for the year ended Dec. 31, 1959, \$649,896,847, up 21.9% from 1958's \$533,033,188; net income, \$39,310,778, or \$4.36 a share, compared with \$21,135,260, or \$2.34 a share in 1958.

Continental Industries, Inc.—Net sales and operating income for the fiscal year ended Sept. 30, 1959, \$25,490,525, compared with \$23,920,311 for fiscal 1958; net income, \$774,433, or 50 cents a share, compared with \$1,008,548, or 67 cents a share, in 1958.

Maytag Co.—Consolidated net sales for 1959, \$123,070,470, compared with \$105,763,763 for 1958; net income, \$12,873,754, or \$3.92 per share of common stock, compared with \$9,895,202, or \$2.91 (adjusted for two-for-one stock split in June, 1959) per share in 1958.

McGraw-Edison Co.—Sales and miscellaneous income, \$284,638,000 for the year ended Dec. 31, 1959, compared with \$241,633,000 for 1958; net income, \$15,049,000, or \$2.69 per share, compared with \$10,285,000, or \$1.84 a share, in 1958.

Radio Corp. of America—Sales for 1959, \$1,395,620,000, a 19% increase over 1958's record; profits after taxes, \$40,142,000, or \$2.65 a common share, compared with \$30,942,000, or \$2.01 a share, in 1958.

Westinghouse Electric Corp.—Net sales for 1959, \$1,910,730,000, 8% up from 1958's record; net income, \$85,947,000, or \$4.86 a share, compared with \$74,772,000, or \$4.25 a share, in 1958.

Whirlpool Corp.—Net sales for 1959, approximately \$430,496,000, a 6.4% increase over 1958; earnings, an estimated \$20,481,000, more than double the 1958 figure of \$10,178,000; earnings per common share, an estimated \$3.18.

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

New! **Roto-Shine Shoe Polisher.** Does all the work you used to do—electrically. Spreads polish without mess, brushes shoes, buffs to mirror shine. Suggested retail for standard package, \$19.95. In imported hardwood utility box (shown), \$23.50.

RONSON

One year free service on
all Ronson products. 77
national service outlets.
Ronson Corp., Woodbridge, N. J.

YEATS SAVE UP TO 1/2 HOUR moving each appliance

YEATS Model No. 7 Height 59" Weight 36 lbs.

APPLIANCE DOLLIES

save time . . . save back-breaking work

Made of tough, featherlight aluminum alloy . . . heavily padded with felt in front to protect the most delicate finishes. *Curved cross members cradle curved appliances as well as square shapes. *Close mounted wheels pivot on-a-dime on stair landings and other close quarters. This, plus all the other time saving YEATS features, save up to a dollar's labor handling each appliance . . . more than pay for the dolly in a month's deliveries. Before you "manhandle" another appliance, see your YEATS dealer or write direct!

smooth runners on back allow handles to ease heavy loads on/off truck.

30-second strap ratchet fastener. Hand ratchet lever quickly draws heavy 14 ft. web strap (encircling load) vise tight.

step glide Endless twin rubber belts let you roll load over stair edges without marring.

"Everlast" COVER AND PADS

YEATS semi fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — Write.



A9-3002

YEATS APPLIANCE DOLLY
SALES COMPANY
2127 N. 12th STREET MILWAUKEE, WISCONSIN



More Development of Rural Areas of America

THAT'S THE TOPIC of conversation between this trio at the National Rural Electric Cooperative Assn. convention in St. Louis. David J. Herman, left, sales manager of Whirlpool's electric utilities division, chats with Jane Wrenn, home economist, and David A. Hamil, REA administrator, right.

New Haven Gas. Co. Alters Content of Gas Mixture

There will be more natural gas in the mixture which the New Haven Gas Co. provides after March 28, it was announced by Robert E. Ramsey, president. On that date the utility will increase the Btu content of its gas from 660 to 720 per cubic foot. There will be no change in the average customer's bill, the company stated.

Gas in the New Haven area now is 60% natural and 40% manufactured. Algonquin Gas Transmission Co. supplies the natural and the Connecticut Coke Co., the manufactured. After the increase, authorized by the Connecticut Public Utilities Commission, the mixture will be about 70% natural and 30% manufactured.

Pennsylvania Utility Aids Dealers to Sell

Promotional activity of the Pennsylvania Electric Co. in 1959 throughout the 32 Pennsylvania counties in which it sells electrical power helped major appliance stores to move 93,259 units of major appliances for an average gain of 16.6% over 1958, according to a recent report.

PENELEC, as the commercial power firm is known, is headquartered in Johnstown, Pa., and runs periodic promotions in newspapers to help major appliance dealers sell more appliances.

In addition, PENELEC conducts monthly surveys of the dealers on their appliance and television sales as a yardstick of the electricity that is being used monthly to operate them.

PENELEC reported a system total of 352,016 users of residential electricity at 1959's end. Major appliance sales of the past year were:

Water heaters, 6,865 (up 7%); ranges, 10,026 (up 9%); clothes dryers, 12,579 (off 2%); dishwashers, 1,864 (up 15%); air conditioners, 2,266 (up 87%); food freezers, 7,506 (up 12%); combination refrigerator-freezers, 12,030 (up 20%); standard refrigerators, 9,293 (up 3%); automatic washers, 17,598 (up 5%); conventional washers, 13,262 (up 6%).

The 656 reporting major appliance dealers providing figures for the survey also reported they moved 26,556 console and table model television sets, or 6% less than 1958.

UTILITY NEWS

Carolina Power & Light Co. will award two science students and their teachers, who live in the two-state area served by the utility, expense-paid trips to the National Youth Conference on the Atom. Candidates must be members of the 10th or 11th grades. They will be chosen from among physical science exhibitors in the science fairs sponsored by science academies in North and South Carolina. The Youth Conference will be held in Chicago Oct. 20-23.

Florida Power & Light Co. reported that total merchandising volume in the major-appliance-TV field was \$89,438,920 last year. Greatest percentage gains were shown in low-saturation merchandise, but other percentage gains were significant. Among these increases: 23% for refrigerators; 19% for ranges; 11% for both automatic washers and TV; and 37% for radios.

Southern California and Southern Counties Gas Companies asked the California Public Utilities Commission for rate increases which they said would add about 60 cents to the average monthly bill of their 2.4 million residential gas customers in 12 counties. The reason: The utilities will purchase up to 300 million cubic feet of out-of-state natural gas from the Texas and Oklahoma gas fields beginning in August. The price will be 42½ cents per thousand cubic feet, compared to 15 cents per thousand paid by the utilities for the first shipments of out-of-state gas which started about 12 years ago.

A prediction from Don G. Mitchell, president of General Telephone and Electronic Corp.: The nation's consumption of electric power will rise sharply to 1.5 trillion kilowatt-hours, in contrast to about 700 billion in 1959. He was addressing the Executive's Club of Chicago and the Electrical Assn. He also forecast that the electrical manufacturing industry will double its annual factory sales from the present 1959 total to about \$25 billion.

United Illuminating Co. of Bridgeport, Conn., expects to spend more than \$21 million for new construction this year. The amount is the largest capital outlay in the company's history. It's part of a three-year expansion program that will total \$50 million by the end of 1961. Included in the plans: A 160,000 kw. generating addition to the Bridgeport Harbor power plant; major extensions of transmission lines near New Haven; underground cable; a new bulk power substation; and a member of expanded distribution facilities.

Nashville Electric Service reported that Nashville electrical appliance dealers sold 25,981 major electric appliances in the first 11 months of 1959, compared with 23,680 in the same 1958 period.

William D. Hall, sales promotion manager for the utility, gave the following breakdown for the 11-month period:

A total of 6,820 ranges was sold in 1959, compared with 5,890 in 1958; water heaters were 5,270 to 5,070; refrigerators, 7,819 to 6,554; dryers, 3,333 to 3,364; food freezers, 2,739 to 2,800.

it takes....Enterprise

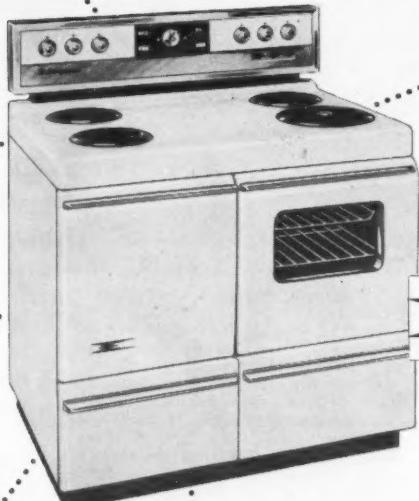
to offer so much!

NEW "SHEER LOOK"
BACKGUARDS

ONE-PIECE
"UNI-WELD"
CONSTRUCTION

SAME TOP QUALITY
CONSTRUCTION
ON ALL MODELS

FREE
FLOOR PLAN



RUST-PROOF
PORCELAIN FINISH
INSIDE AND OUT



Get full details on the
Enterprise range line...
your money-maker with
the features that SELL!

**PHILLIPS & BUTTORFF
CORPORATION**

Nashville, Tennessee . . . Since 1858

Look! a V-M TRIO for top volume selling!

**ALL STEREO!
ALL PORTABLE!
ALL PROFITABLE!**

Typical of V-M value leadership is this sales-inciting trio of *completely portable, self-contained Stereo Systems!* With incomparable versatility and performance, there's a V-M model for your every prospect! Nail the sale with any one of these unique portables!

- Distinctive V-M Styling!
- Professional Component Features!
- Complete, Dependable Controls!
- Unparalleled Performance!

1

V-M/Portable Component Stereo System—Model 307
Detach the two powerful speaker sections and you have a third section with record changer, amplifier and all controls. Place the speakers anywhere—even in bookcases or on end tables. Put the central changer unit completely out-of-sight if you wish! Limitless arrangements!

- FULL COMPLEMENT OF CONTROLS IN A PROFESSIONAL CONTROL PANEL • V-M'S EXCLUSIVE 'stere-o-matic'® AUTOMATIC 4-SPEED RECORD CHANGER PLAYS ALL STEREO RECORDS AND ALL MONOPHONIC RECORDS — ALL SPEEDS, SIZES! FOUR POWERFUL SPEAKERS • DURABLE GRAY PYROXYLIN CASE WITH QUALITY, PROFESSIONAL LOOK!
- \$129.95 List*
- AS A 4-SPEED MANUAL-PLAY PHONO IT'S V-M MODEL 207
- \$119.95 List*



2

V-M/Automatic Portable Stereo System—Model 314

Harmonious and exactly matched are the two sections which comprise this V-M self-contained portable stereo system. Quickly and easily assembled for compact, light-weight portability!

- PLAYS ALL STEREO RECORDS! • ALL 33 AND 45 RPM MONOPHONIC RECORDS • COMPLETE CONTROLS • BIG 5 1/4" SPEAKERS • DELIGHTFUL V-M STYLING IN BROWN AND WHITE LEATHERETTE.
- \$79.95 List*



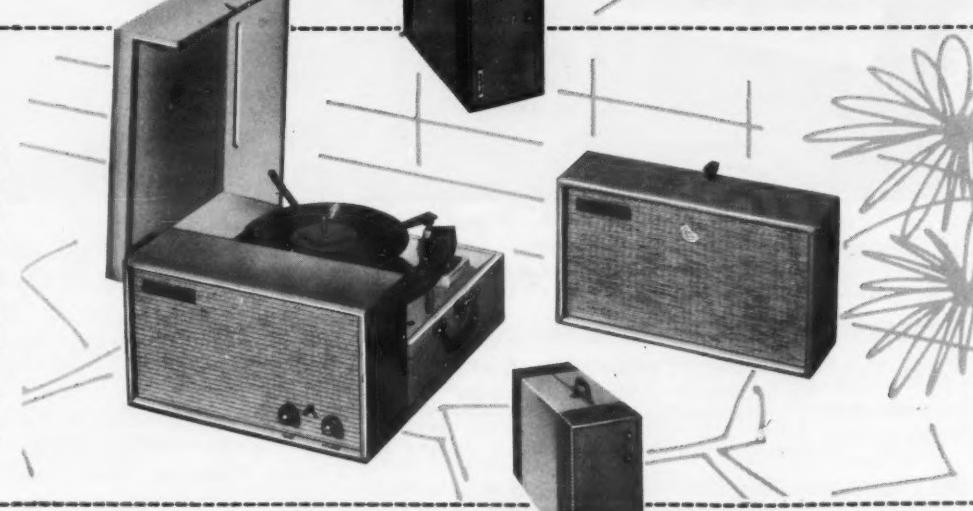
3

V-M/Portable 4-Speed Stereo System—Model 312

Everything you could want in a completely self-contained, light-weight personal portable system—and more! Style-matched speaker systems are easily detached for amazing stereo performance!

- V-M EXCLUSIVE 'stere-o-matic' AUTOMATIC 4-SPEED RECORD CHANGER • COMPLETE CONTROLS • FOUR 5 1/4" SPEAKERS—TWO IN EACH SECTION • PLAYS ALL STEREO AND MONOPHONIC RECORDS—ALL SIZES, SPEEDS • CARIBBEAN BLUE AND WHITE LEATHERETTE CASE.
- \$109.95 List*

*Slightly Higher West



ALL RECORDS SOUND BETTER THAN EVER BEFORE
WHEN PLAYED ON V-M PORTABLE STEREO SYSTEMS!

Follow the Stereo Leader. V-M's Complete Sales Promoting Programs are Ready to Work for You!

Let Your V-M Distributor Tell You How!

the Voice of Music®

V-M CORPORATION, BENTON HARBOR, MICHIGAN

WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAHS, AND TAPE RECORDERS

Canadian Electronics Industry Faces Threats

Montreal (McGraw-Hill World News) "Stiffer competition at home and increasing competition from abroad in consumer products presented a serious challenge to the electronics industry in 1959," said J. D. Houlding, vice president and general manager of RCA Victor Co. Ltd., Montreal, in a year-end report.

In this technical products area of the industry, a marked reduction in defense orders has resulted from the trend towards integration of Canadian defense requirements with those of the United States.

While the concept of production sharing is being pressed by both government and industry, results

so far have been discouraging. And orders placed on the Canadian electronics industry have been far from enough to keep its existing capacity in use—or its engineers and scientists from migrating southward.

As the emphasis shifts from the concept of "production sharing" to one of "development sharing" to be followed by production of items developed in Canada, it is felt that Canadian industry will benefit. But it is not likely that the results will be felt before 1961—at the earliest.

Consumer sales have shown improvement in all areas except tele-

vision, where unit sales dropped more than 4½% from the 1958 figures. There are indications, however, that the bottom of the curve has been reached and that sales will hold at about the same level in 1960 and will then start to increase in 1961.

Sales of radio receivers improved in 1959, largely due to the introduction of small transistorized models. But the major share of the increase went to foreign producers. Their sales in Canada in 1959 were more than double what they had been in 1958 and accounted for more than 70% of the total increase in unit sales.

Similarly, the importation of receiver tubes, particularly for replacement sales, has increased at a sharp rate. In fact, if the trend continues for another two or three years, it will seriously threaten Canadian production of such tubes.

Inventories are in better relationship to sales volume than they were in 1959. And if the industry can exercise enough self-control to avoid the heavy overproduction of consumer goods of the past few years, things should be healthier throughout the industry.

Sales of television transmitters and associated equipment were on about a level with those of 1958. However, with the Board of Broadcast Governors now actively moving towards recommending "second station" licenses in the large metropolitan areas, as well as licenses in other areas not now served by television, and possibly recommending the establishment of networks by private broadcasters, considerable improvement in sales of this type of equipment is anticipated in 1960.

In the field of radio broadcasting, licenses permitting power increases have been granted to many existing stations, generating a satisfactory sales level in 1959.

The impact of stereo broadcasting by stations equipped with both AM and FM transmitters, which is becoming a factor in the United States, has not yet made itself felt in Canada. It is anticipated that this stereo broadcasting by the Canadian AM and FM stations will enter the picture in 1960, and that activity in radio broadcasting will continue at a high level into that year.

In general, some progress has been made by the Canadian electronics industry in a year of shifting patterns:

The sharp drop in defense business was offset by increasing activity in the fields of commercial business such as broadcasting and communications.

Increased sales of radio receivers and of tubes were largely offset—so far as Canadian producers were concerned—by sharp increases in imports.

Sales of television receivers sagged slightly below those of 1958, but the industry has pretty well disposed of the surplus inventory of previous years and is in a sounder position than formerly.

The outlook for 1960 is encouraging.

Amana Takes Another Crack at Freezerama

The all-out freezer promotion worked so well last year, the company's staging another one this month.

How well did it work? Amana's W. J. Dickinson said "beautifully." In small towns as well as large market areas. "The average Freezerama sale last year was 15.7 units."

Present plans call for 2,500 of the two-day selling events throughout the country in 1960, Dickinson added. Amana dealers can get complete Freezerama sales kits through their distributors.

R&M-Hunter introduces NEW 20" DELUXE ALL-PURPOSE FAN



The fan with ALL the features

- HIGH-STYLE CONTROL PANEL
- AUTOMATIC THERMOSTAT—Controls fan automatically with temperature changes
- PUSH BUTTONS—Modern, convenient push-button controls for quick, easy selection of speed and direction
- ELECTRICALLY REVERSIBLE—Two speeds exhaust and two speeds intake

- REMINDER PILOT LIGHT—Glow while "on" button is depressed for automatic operation
- BUILT-IN MOUNTING SUPPORTS—Adjustable, telescoping window mounting bars
- QUIET, POWERFUL OPERATION—Capacitor-type motor and deep-pitched blades
- GUARANTEED 5 YEARS

For catalog and prices, write

HUNTER DIVISION—ROBBINS & MYERS, INC.

2500 Frisco Ave., Memphis 14, Tenn.

R&M-Hunter—makers of a complete line of fans in all styles and price ranges



CAN YOU USE?

RCA Victor's new pilfer-proof display case for pocket radios, designed "to keep pocket radios out of the wrong pockets." The showcase is 25½ inches wide, 32¼ inches high and 6½ inches deep. Its face is a vacuum-formed, shatter-proof plexiglass window sealed into a wood and aluminum frame. Adjustable shelves permit the display of 12 RCA Victor transistor portable, table or clock radios or 18 miniature "Pockette" personal radios. Case can be obtained through RCA Victor distributors.



NORGE'S wall chart which moves the calendar up 90 days (Easter is listed in January, Christmas in August, Halloween in July) so that dealers can plan their advertising far ahead.

Allied Radio Corporation's new 36-page booklet, "This is Stereo High Fidelity," which explains the differences between hi-fi and stereo and acquaints the newcomer with the best in audio reproduction. Available from Allied, 100 N. Western Ave., Chicago 80. Price 25 cents.

Western Tool and Stamping's consumer motion picture on Homko power mowers. It's 14 minutes long and in full color, showing an "impact comparison test" between Homko's steel construction and the materials used in other mowers. Write Western Tool and Stamping, 2725 Second Ave., Des Moines 13, Iowa.



ROBINS INDUSTRIES CORPORATION'S pegboard modular 'Add-a-Unit' display for newly designed packages containing such items as record cloths, 45-rpm record adaptors; stylus microscopes; title labels; splicing tape; phono and tape oil; record brushes; strobe discs; turntable levels; tape clips. Packages have been designed to give a cinch-waist, Gibson Girl effect.

Wantz kleensteam
WATER CONDITIONER

**PROVIDES
PURE WATER
FOR STEAM IRONS
VAPORIZERS
BOTTLE WARMERS**

**98¢
COMPLETE**
REFILLS 2 FOR 98¢

KLEENSTEAM
Water Conditioner is a miniature Mixed-Bed De-Ionizer that removes the dissolved impurities from ordinary tap water. It provides the equivalent of distilled water for uses where elimination of lime-forming deposits is important — such as steam irons, vaporizers, bottle warmers, etc. KLEENSTEAM is easy to use, convenient, neat, well-made, reliable, and inexpensive! At leading distributors, jobbers, or wholesalers — or write to IWT* for particulars.

**PUT THIS DISPLAY
TO WORK FOR YOU**
Bubble Package
Also Available

***IWT ionXchanger
PROVIDES PURE WATER
FOR POWER PLANT**

Modern power companies require the purest possible water for their high-pressure boilers and turbines. The *IWT unit above, in use since 1953, has a capacity of 3000 gallons per hour and is located on the grounds of a big Texas plant.

***ILLINOIS WATER TREATMENT CO.
840 CEDAR ST. • ROCKFORD, ILLINOIS**
Specializing in Applications of
ionXchange Since 1953



TAKE 90 MINUTES

**WITH
NORGE®
ON MAR. 30**

**90 VITAL MINUTES
ON WED. MAR. 30
CAN CHANGE
YOUR FUTURE!**

**BIG SCREEN TV SPECTACULAR
78 CITY CLOSED CIRCUIT TELECAST**

MORE THAN A PREVIEW OF A GREAT NEW NORGE LINE! MORE THAN THE INSIDE FACTS OF A NEW ADVERTISING AND MERCHANDISING DRIVE!

A REVELATION THAT WILL ASTOUND YOU!

Now, every kitchen can have

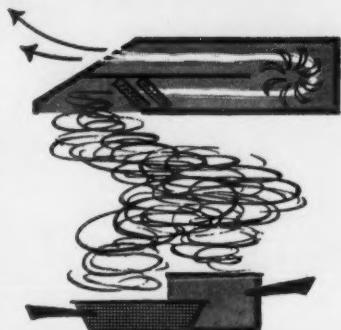
PURIFIED AIR ... with NO outside ducts!

DUCTLESS HOOD

banishes cooking odors... removes smoke, grease—even pollen—by a time-tested scientific miracle. This is the magic of Activated Charcoal—the substance that purifies the air men breathe in atomic submarines.

SIMPLE TO INSTALL...

DUCTLESS HOOD uses no expensive outside vents or louvres. Instead, powerful motor-blowers recirculate kitchen air through filters to remove impurities.



Ductless Hood

U. S. Patent No. 2886124

TOTAL FREEDOM IN KITCHEN DESIGN!

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OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

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Magnesium Light!
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Rugged, All-Steel Construction

SOLD ON A MONEY-BACK GUARANTEE!

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APPLIANCE TRUCKS

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A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding Month	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	135	127	109	23.8% up* (Dec. 1959 vs. Dec. 1958)
RETAIL SALES total (\$ billions)	17.4	17.8	17.6	7.7% up (12 mos. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$millions)	333	347	321	9.9% up (12 mos. 1959)
CONSUMER DEBT++ owed to appliance-radio-TV dealers (\$ millions)	295	290	292	1.1% up (Dec. 1959 vs. Dec. 1958)
FAILURES of appliance-radio-TV dealers	31	16	39	20.5% less (Jan. 1960 vs. Jan. 1959)
HOUSING STARTS (thousands)	75.9	82.3	87.0	12.7% less (Jan. 1960 vs. Jan. 1959)
AUTO OUTPUT (thousands)	140.6**	153.5**	133.5**	5.3% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ millions)	19.0+	18.9+	17.8+	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
DISPOSABLE INCOME annual rate (\$ billions)	340.6+	335.1+	322.9+	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
CONSUMER SAVINGS annual rate (\$ billions)	23.6+	21.9+	23.7+	.4% down (4th qtr. 1959 vs. 4th qtr. 1958)
LIVING COSTS index (1947-49 = 100)	125.5	125.6	123.7	1.4% up (Dec. 1959 vs. Dec. 1958)
EMPLOYMENT (thousands)	64,020	65,699	62,706	2.1% up (Jan. 1960 vs. Jan. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960.

**Figures are for the week ending March 5, 1960 and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures this week are shown in bold-face type.

		1959 (Units)	1958 (Units)	% Change
DISHWASHERS	Dec.	69,000	55,500	+24.32
	12 Mos.	579,600	424,700	+36.47
DRYERS, Clothes, Electric	*Jan.	74,177	78,593	-5.62
	Gas	37,426	39,627	-5.55
FOOD WASTE DISPOSERS	Dec.	75,100	67,800	+10.77
	12 Mos.	774,400	616,500	+25.61
FREEZERS	Dec.	63,200	65,600	-3.66
	12 Mos.	1,205,400	1,100,900	+9.49
INCINERATORS, Gas	Dec.	2,600	6,500	-60.00
	12 Mos.	44,300	51,800	-14.48
RADIOS, Home-Portable-Clock (production)	*Week Feb. 26	194,913	169,827	+14.7
	8 Weeks	1,565,910	1,391,692	+12.52
RADIOS, Automobile (production)	*Week Feb. 26	126,939	112,336	+13.00
	8 Weeks	1,228,293	855,565	+43.57
TELEVISION (production)	*Week Feb. 26	113,066	96,248	+17.47
	8 Weeks	1,026,085	896,664	+14.43
REFRIGERATORS	Dec.	282,600	286,900	-1.50
	12 Mos.	3,785,000	3,116,700	+21.44
RANGES, Electric—Standard	Dec.	79,800	84,300	-5.34
	12 Mos.	933,800	810,000	+15.27
Built-in	Dec.	67,700	59,700	+13.40
	12 Mos.	753,000	544,400	+38.32
VACUUM CLEANERS	*Jan.	258,330	242,516	+6.52
WASHERS, Automatic & Semi-Auto	*Jan.	202,943	222,893	-8.95
Wringer & Spinner	*Jan.	52,622	64,598	-20.09
WASHER-DRYER COMBINATIONS	*Jan.	13,964	16,922	-17.48
WATER HEATERS, Electric (Storage)	Dec.	41,300	68,600	-39.80
	12 Mos.	757,600	823,500	-8.00
WATER HEATERS, Gas (Storage)	*Jan.	215,900	266,200	-18.89

MORE DEALERS BUY AND READ
ELECTRICAL MERCHANDISING WEEK
THAN ANY OTHER
APPLIANCE PUBLICATION

EVERY MONDAY THE PROS READ

ELECTRICAL
MERCHANDISING WEEK



Have you
stopped
learning?

One of the greatest of all British statesmen, it is said, read all of Gibbons "Decline and Fall of the Roman Empire" in the time intervals of waiting for his wife to dress for dinner.

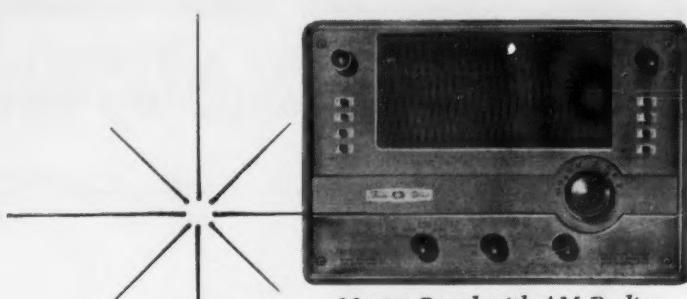
Once a busy man feels the urgency to learn — and to keep learning — it's remarkable how he somehow manages to find the time and place to do it.

Today, in business and industry, ignorance is the most extravagant bliss anyone can pretend to enjoy. And startlingly enough, it is only when a man really starts to read that he realizes how much there is to learn . . . how fantastically fast the world is moving . . . the supersonic speed of engineering and technology . . . and that just to keep pace with his present job, he must read regularly and well.

If he had to spend countless hours seeking out that which would be most useful in his work, the going might be rough. But, happily, this herculean task has already been accomplished . . . and conspicuously well by McGraw-Hill specialized magazines that span almost every field and function.

Your very own publication, for instance, that you are reading right now. Read it inquisitively. Read it imaginatively. Pass it along to your fellows, tell them how much you get out of it.

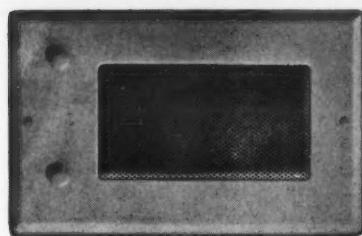
Men who read more . . . earn more!



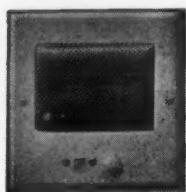
Master Panel with AM Radio



Master Panel with AM/FM Radio



Deluxe Concert Speaker



Inside Speakers

(Both available
in antique copper
or satin chrome.)

Outside
Speaker

*...the Radio-
Intercom-Music
System with*

TRUE FIDELITY

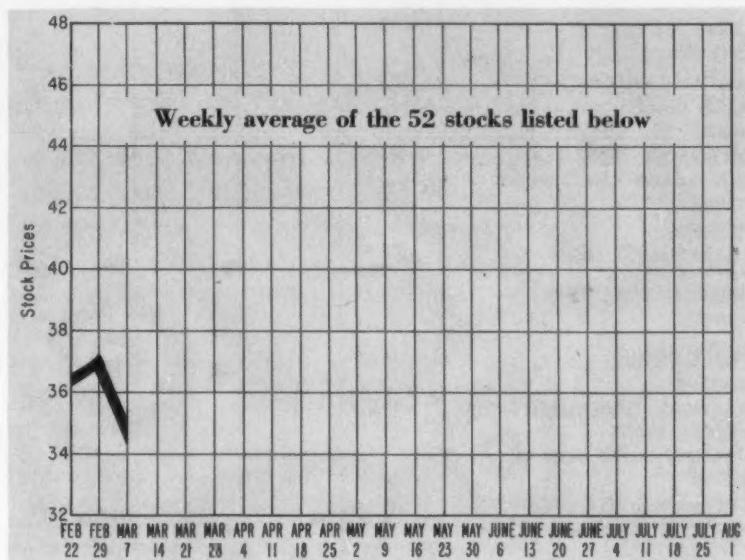
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DIVISION OF ROBBINS & MYERS, INC. • DEPT. EMW
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TAKING STOCK A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	HIGH	LOW	CLOSE FEB. 29	CLOSE MAR. 7	NET CHANGE
NEW YORK EXCHANGE					
Admiral	29 1/2	17	21 1/4	18 1/8	- 2 3/8
American Motors 2.40a	28 7/8	22 1/4	25 1/2	23 1/8	- 1 1/8
Arvin Ind. 1	36 7/8	22 1/2	23 3/8	22 1/2	- 1 1/8
Borg Warner 2	48 1/2	37 3/4	42 1/8	40 1/2	- 2 1/2
Carrier 1.60	48 1/2	32 1/2	35 1/2	33	- 2 1/2
CBS 1.40B	48 3/4	35	39 1/8	37 3/4	- 2 1/8
Chrysler 1	72 5/8	50 5/8	56 1/8	52 1/8	- 4
Decca Records 1XD	21 1/2	17	20 5/8	19 3/4	- 1/8
Emerson Electric 1	39 3/4	33	37 1/8	34 1/4	- 2 1/8
Emerson Radio .50F	26 5/8	12 1/8	14 3/4	14 1/8	- 3/8
Fedders 1	22 1/8	16 1/2	18 1/8	17	- 1/2
General Dy. 2	66 1/2	42 1/8	47 1/8	44 1/8	- 2 1/8
General Elec. 2	99 7/8	74	89 1/2	85 1/8	- 3 1/2
General Motors 2	58 7/8	45	46	44 1/2	- 1 1/2
General Tele. 2.20	85 1/8	60	75 1/2	72 1/4	- 3 1/4
Hoffman Elec. .60	37	22 3/4	27 1/4	25	- 2 1/4
Hupp CP. 3/8F	13 1/4	5 1/2	13	11 1/2	- 1 1/2
Magnavox 1	40 3/8	31 1/4	38	34 1/8	- 3 3/8
Maytag 2A	44 1/2	32 1/4	39 3/8	37 3/8	- 2
McGraw-Edison 1.40	48 3/4	37 1/4	44 1/2	42	- 2 1/2
Minn. Mining & Mfg. 1.60XD	186 1/2	111 1/2	186 1/8	175 1/2	- 10 1/2
Montgomery Ward 2	53 1/2	40 1/2	47 3/4	45 1/2	- 2 1/4
Monarch 1.20	24	14 1/8	14 1/8	14 1/4	- 1/4
Motor Wheel 1	23 7/8	16	19 3/8	19	- 3/8
Motorola 1 1/2	177	57 1/2	165	151 1/4	- 13 3/4
Murray CP	31 3/4	25 3/8	26 1/2	25	- 1 1/2
Philco 1/4G	36 3/4	21	33	31 1/2	- 1 1/2
R.C.A. 1B	73 1/4	43 1/8	68 1/4	63	- 5 1/4
Raytheon 2.37T	73 1/8	42 1/8	46 1/8	42 1/8	- 3 1/2
Rheem .60	30 1/8	17 3/4	23 1/4	21 1/8	- 2 1/4
Ronson .60	14 3/4	10	10 7/8	10 1/4	- 3/8
Roper GD	34	16	17 1/2	17	- 1/2
Schick	17 1/8	12	15 1/8	14	- 1 1/8
Siegler Corp. 1.10E	45 1/8	23 1/8	36 1/8	32 1/2	- 3 3/8
Smith A. O. 1.60A	64	40 3/8	45 1/4	39 1/4	- 6
Sunbeam 1.40A	67	50	58	56 1/4	- 1 1/4
Welbilt 1.0G	8 1/8	3 5/8	6	5 1/8	- 3/8
Westinghouse 1.20	57 1/4	45 1/2	50 7/8	47 1/4	- 3 1/8
Whirlpool 1.40	39 1/4	27 1/2	29 7/8	27 1/2	- 2 1/8
Zenith 1.60	136 1/4	87 1/4	105	96	- 9
AMERICAN EXCHANGE					
Casco Pd. .30G	9 3/4	4 5/8	8 1/4	7 1/2	- 3/4
Century Elec. 1/2	11 1/4	9 1/8	9 7/8	9 1/8	-
Du Mont Lab.	97 1/8	6	8 3/8	6 3/4	- 1 5/8
Herold Rad.	12 1/8	5 1/2	6 1/8	5 1/4	- 3/8
Ironrite .20	8 3/4	5 1/8	8	7 1/8	- 1/8
Lamb. Ind.	6 1/8	3 1/8	6 5/8	6 1/8	- 1/2
Muntz TV	7 7/8	1 5/8	5 1/4	4 7/8	- 3/8
National Presto	13 1/4	10 1/8	-	10 3/4	-
Silex	10 1/8	2 7/8	8	8	-
MIDWEST EXCHANGE					
Knapp-Monarch	--	--	4 7/8	4 7/8	-
Trav-ler Radio	--	--	8 1/4	7 3/4	- 1/2
Webcor	--	--	12 1/4	11 1/4	- 1

A—Also extra or extras. B—Annual rate plus stock dividend. C—Paid last year. D—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. E—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The almost constant decrease in stock prices over the past week caused the 52 key stocks on EM Week's chart to dip 3 pts., the largest single drop in over six months. Not one issue showed a gain over last week. Five new lows were recorded: Arvin, Carrier, Raytheon, Smith AO and Whirlpool.

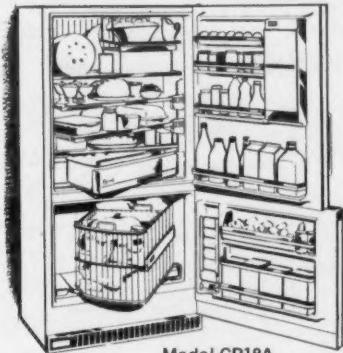
Motorola, which has been fairly erratic of late, dropped 13 3/4 pts. Minn M&M lost 10%, Zenith declined 9 pts. The stock decline has caused opinion to run high, however most observers are confident that 1960 will be a "very good" year for American business and the market will right itself in the spring.

ONE INCH

**OF NEW WONDERWALL INSULATES BETTER
THAN TWO INCHES OF ORDINARY
REFRIGERATOR INSULATION . . .**

and only Hotpoint has it!

**You sell 18 CU. FT.
of food storage in the
floor space of an
ordinary '12'**



Model CP18A

Now! Hotpoint more than doubles the insulating power of glass fiber by sealing it in a laminated, air-tight wrapper filled with harmless high density gas. The result is Wonderwall—a remarkable new thin insulation that gives more refrigerator space inside, less bulk outside . . . without any loss in insulating ability.

Compared with an ordinary "12", Wonderwall adds 25% more refrigerator storage and a dramatic 128% more freezer storage in the same floor space. And Wonderwall's 6-ply laminated wrapper is so tough, it can be squeezed, twisted, even stomped on to demonstrate its ability to remain airtight.

Contact your Hotpoint Distributor for details on the most powerful competitive advantage in refrigerators today.



HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE...IF YOU'RE NOT A HOTPOINT DEALER YOU SHOULD BE!

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHER DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

THE KELVINATOR REGISTERED FRANCHISE
IS NOW ONE YEAR OLD

*Not Just Words...
a Business Future!*

The Kelvinator Registered Dealer Franchise, announced last March, is now one year old. In the past year it has given many appliance retailers a new sense of security in their business enterprises. Most of them had been Kelvinator dealers for many years, and the signing of this new franchise merely put on paper a relationship that had existed for 10, 15, 25, and in some cases, over 30 years.

In other instances, retailers who had never handled Kelvinator before investigated this new franchise and found it offered them the security that they had long wished for but could not get elsewhere in the industry. They changed to Kelvinator to obtain it.

All of this has been done without active promotion by Kelvinator. Significantly, the year has shown that this new and better franchise was never a sales promotion activity, nor treated as such. In fact, probably more attention was attracted to the Registered Franchise by the NARDA Resolution commending Kelvinator for taking the lead in this area than by anything Kelvinator did to promote it.

We will continue to handle the Registered Franchise in the same manner. It will never be just words . . . but will continue to assure a long-range business future for Kelvinator dealers. It is not available to everyone who asks for it. However, we welcome inquiry from retailers who feel their individual success and community standing in our industry entitles them to more security for the future than they now have.

A letter to me will bring you full details.



H. L. TRAVIS, Vice President, Sales
Kelvinator Division
American Motors Corporation
14250 Plymouth Road, Detroit 32, Michigan

